



HOOPS CAPITAL

SPORT & BUSINESS PROGRAM

POWERED BY  SEDA®

PROGRAM GUIDE





“I encourage all students to explore this program and am confident it can help you to develop the necessary skills and attributes for a successful future in the sports business industry.”

Matt Denholm
Co-Owner and Associate Director,
Hoops Capital

HOOPS CAPITAL EDUCATION

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

The Hoops Capital Sport & Business Program gives students access to unique learning opportunities and experiences. Students hear directly from industry experts and coaches, while undertaking work-integrated learning that contributes to Hoops Capital's strategic objectives.

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



HOOPS CAPITAL SPORT & BUSINESS PROGRAM

POWERED BY 

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.

Hoops Capital

As an organisation that dares to be different and looks to break the mould, Hoops Capital is committed to making an impact on the educational journey of students with an interest in a career in sport and business.

We are excited to continue to provide opportunities to study in a practical environment, learn from experts within the industry and work on projects strategically aligned to our objectives.

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 the Sydney Olympic Park precinct 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.

Staff Profile

Chris Mamo

Having worked in the sport and recreation sector for 35 years, I joined the Hoops Capital Sport & Business Program to share the knowledge and experience I gained over that time. I have been a lecturer since 1996, but seeing the benefit that students get from the hands-on, real-world experience of this program, I wanted to be part of it.

The highlight of my time in this program so far has been spending a day with the Sydney Kings Operations Team at QUDOS Bank Arena learning first-hand how a game-day runs, followed by attending the game and the press conference announcing a new coach. Where else could our students get that experience?!

I'm a big Sydney Kings fan, and love Shaun Bruce for his guts and determination. Really though, I'm a fan of sport and have played Rugby League, rep hockey, rowed surf boats, raced triathlon and criteriums, and still coach soccer, cycle and do weight training.

The love of sport is something I enjoy sharing with students. That and their enthusiasm to learn and grow which makes this program a joy everyday. Hopefully this is something we can share 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 Hoops Capital. 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[^]

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. 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.

MyPLAN, MyPLACEMENT, MyCAREER*

Develop a detailed career plan (MyPLAN) and professional portfolio to kickstart your career. Secure and complete a practical placement with Hoops Capital 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 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 Hoops Capital staff, SEDA Student Support staff and industry professionals.
- Combination of program specific and collaborative workshops with other programs based in NSW.
- Cover topics aligned to Areas of Study and the transition from the Hoops Capital 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 Hoops Capital.

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 Hoops Capital.

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 Hoops Capital. 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 Hoops Capital case studies

“I chose this course to help me advance my career in sport. I have already made great connections.”

– Ryan

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 Hoops Capital Sport & Business Program incorporates three days face-to-face learning at the program venue at the Sydney Olympic Park precinct, 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

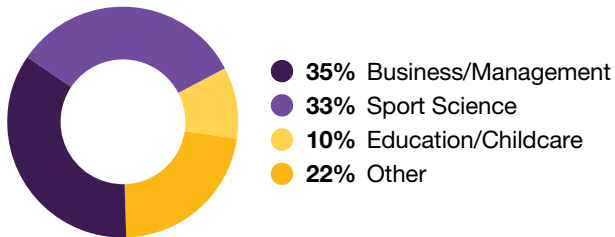
Time	Activity
9am	Arrive at program venue. Teacher outlines schedule for day.
9:15-10:40am	Teacher-led area of study activities (e.g. assessment preparation and/or practical learning activities).
10:40-11am	Break.
11am-12:40pm	Teacher-led area of study activities.
12:40-1:20pm	Break.
1:20-3pm	Workshop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



PATHWAYS

Further Study

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



Alumni Profile

Alexandra Zammit

Alexandra completed the Sydney FC Sport & Business Program in 2023, enjoying the real-world and supportive environment.

“The program gave me a greater understanding of the sports industry and allowed me to gain valuable experience in the workplace. I had a great support system with my teacher and classmates which really helped me to get the most out of the program”.

Alexandra used skills and experience that she gained through the program and as a Marketing Intern to obtain a role as Assistant Social Media Coordinator for Marconi Stallions FC.

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
- Reclink
- 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 Hoops Capital 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 June 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

VET Student Loans (VSL)

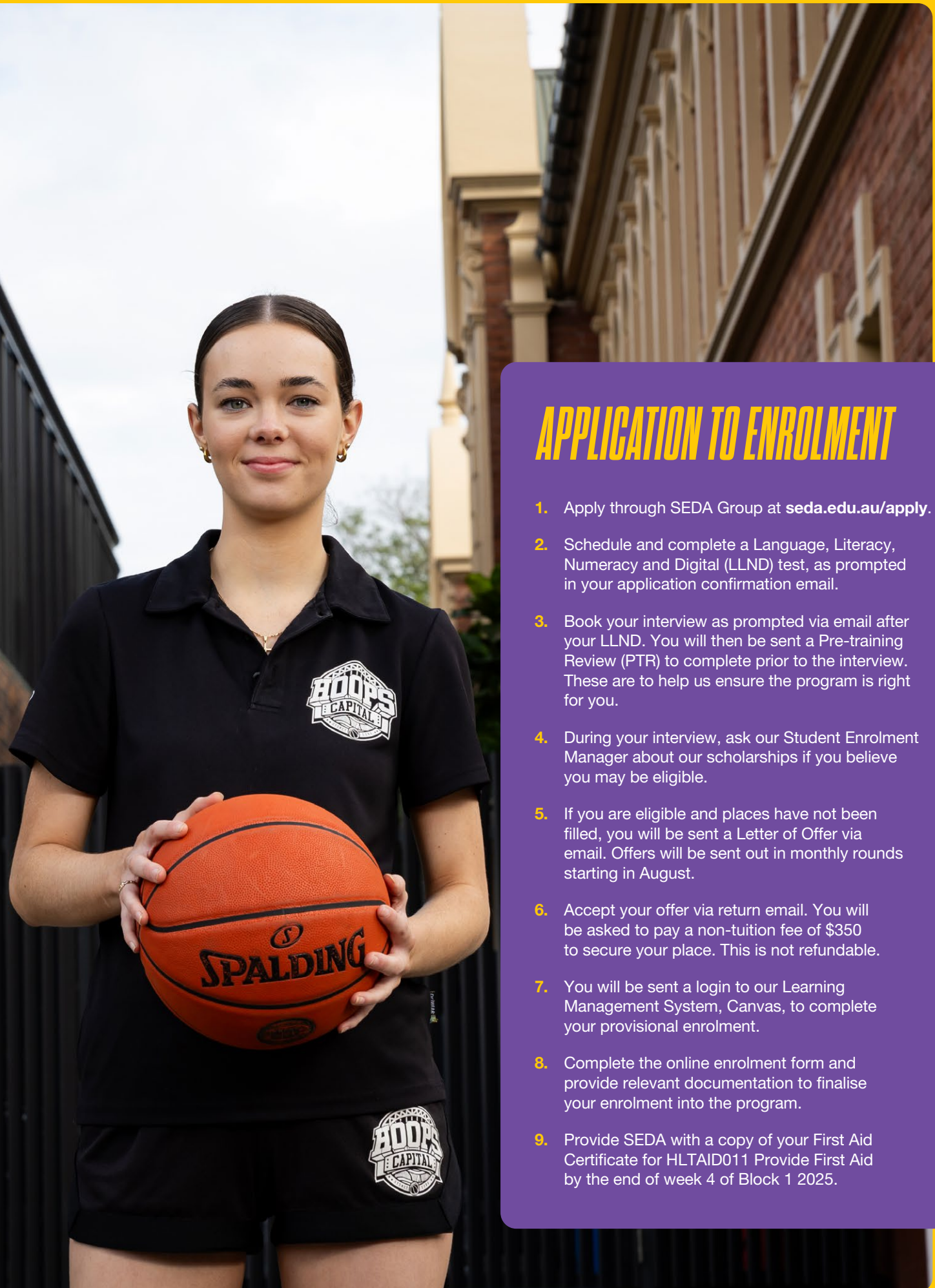
A VET Student Loan (VSL) is a loan from the Australian Government that helps eligible students pay their tuition fees. Your loan is repaid through the Australian tax system when you reach the minimum income threshold for repayment.

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.

*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.



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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/hoopscapital



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Hoops Capital work 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 2024.