

## MEDIA RELEASE

### **Sports Development Programs are on the way!**

Sports Education and Development Australia (SEDA) in conjunction with Football Federation Victoria and Victoria University is launching the Sports Development Program for 2010.

If you are about to enter Year 11 or Year 12 you can complete a Diploma in Sports Development through Victoria University, whilst completing your VCE.

“We believe that the Sports Development Program is the most innovative and exciting development in education that has ever been seen in Australia”, says AFL legend and SEDA Director **Robert Flower**. “Never before has it been possible to complete your secondary education and/or a Diploma while working side by side with one of Australia’s leading sporting organisations.”

Courses can be completed over two or three years and involve extensive involvement in the Sport and Recreation Industry. The program uses an applied learning model in which students combine some classroom based activities with a large practical component and spend time in the community involved in coaching and leadership activities. Students are given the opportunity to access excellent sporting facilities and also get to interact and work closely with sporting organisation staff.

Students receive relevant certified training in a range of areas working towards their Diploma.

Studies include:

- Sports Management, Sports Administration, Event Management, Coaching, Recreation, Fitness, Sports Science and Project Management

SEDA Director **Brad Green** said detailed discussion with major sporting organisations and the Education Department over the last year had shown a strong need in the concept.

“The idea developed out of a need to engage students in an area that they have an interest and passion for,” he said. “What we can do is keep students actively involved in developing their skills further while at the same time giving them unprecedented access to high profile sporting organisations that they would otherwise be unable to do”.

Planning and enrolments are well underway for the 2010 intake and places are still available. Interested students should contact **SEDA** on 03 9819 9669 or visit [www.sedagroup.com.au](http://www.sedagroup.com.au).