



**LAUNCH YOUR CAREER
IN SPORT WITH THE
EELS INSTITUTE**



ABOUT THE INSTITUTE

The Eels Institute equips students with the knowledge, experience and opportunities to become innovators in the sports industry.

Launched in October 2025 by the Parramatta Eels, the Eels Institute aims to educate & empower the next generation of sports industry professionals.

In collaboration with TAFE Queensland, a premier provider of vocational education and training in Australia, this innovative program combines learning with practical experience within a professional sporting organisation.

Led by seasoned educators from TAFE Queensland, students will enjoy exclusive access to the inner workings of the Parramatta Eels, including match day activations and on-field training. Participants will earn nationally recognised qualifications in sport and leadership & management or project management, equipping them for successful careers across diverse roles in sport, business, and leadership.



UNLOCK OPPORTUNITY WITH THE EELS INSTITUTE

1. STUDY AND TRAIN AT THE HOME OF THE PARRAMATTA EELS

The programs are delivered at James Hardie Centre of Excellence and Kellyville Memorial Park Community Centre, a world-class facility.

2. PRACTICAL EXPERIENCE WITHIN AN ELITE SPORTS ORGANISATION

Students will gain up to 100 hours of work experience, rotating through various departments within the Parramatta Eels.

3. OPPORTUNITY FOR EMPLOYMENT AT THE PARRAMATTA EELS

A minimum of two high-achieving students from each cohort will be offered full-time employment with the Eels upon completion of their program.





DIPLOMA OF SPORT & DIPLOMA OF LEADERSHIP & MANAGEMENT [SIS50321/BSB50420]

**FROM THE FIELD TO THE
FRONT OFFICE - LEAD
THE FUTURE OF SPORT.
TAKE YOUR PASSION
FOR SPORT AND TURN
IT INTO A PROFESSION.
THIS DUAL DIPLOMA
OFFERS A UNIQUE
OPPORTUNITY TO STUDY
WITHIN THE PARRAMATTA
EELS' PROFESSIONAL
ENVIRONMENT, GAINING
REAL-WORLD EXPERIENCE
ACROSS COACHING,
LEADERSHIP, AND CLUB
OPERATIONS.**

COURSE OVERVIEW

In this course, you'll learn what it takes to lead and inspire both on and off the field - from planning and delivering athlete development programs to managing teams, events, and high-performance environments. Alongside your studies, you'll gain first-hand exposure to the Eels' operations, culture, and leadership through guest speakers, industry projects, and behind-the-scenes experiences at one of the NRL's most respected clubs.

Throughout your studies, you'll:

- Develop and Deliver High-Performance Coaching Programs
- Apply Sport Psychology and Wellbeing Principles
- Lead and Manage Teams using Emotional Intelligence and Crucial Soft Skills
- Plan and Implement Projects and Business Operations
- Gain Exposure to Real-World Leadership Challenges within a Professional Club Setting

Our experienced educators - alongside Eels staff and mentors - will guide you through an authentic learning experience that blends theory with practice. Upon completion, you'll graduate with two nationally recognised diplomas and the confidence to pursue roles in coaching, sport development, club management, or event coordination - or continue your journey into university or high-performance sport environments.

WHAT YOU'LL LEARN



		LEADERSHIP	SPORT
BSBCMM511	Communicate with influence	Core	
BSBCRT511	Develop critical thinking in others	Core	Elective 10
BSBHRM531	Coordinate health and wellness programs	Sp Elective 1	Elective 11
BSBLDR523	Lead and manage effective workplace relationships	Core	
BSBOPS502	Manage business operational plans	Core	Elective 1
BSBOPS504	Manage business risk	Sp Elective 2	Core
BSBPEF501	Manage personal and professional development	Sp Elective 3	
BSBPEF502	Develop and use emotional intelligence	Core	Elective 2
BSBTWK502	Manage team effectiveness	Core	
BSBOPS501	Manage Business Resources	Sp Elective 4	
HLTWHS003	Maintain work health and safety		Core
SISSCO003	Meet participant coaching needs		Grp A Elective 3
SISSCO004	Plan, conduct and review coaching programs		Grp A Elective 4
SISSCO008	Apply anti-doping policies		Grp A Elective 5
SISSCO011	Manage integrity in sport		Grp A Elective 6
SISSCO007	Apply sport psychology principles		Grp A Elective 7
HLTAID011	Provide First Aid		Grp A Elective 8
SITXHRM003	Lead and manage people	Elective 5	Core
SITXMGT003	Manage projects	Elective 6	Elective 9

Selection criteria

- Successful completion of Australian Year 12 or equivalent
- Existing digital skills – Microsoft Office suite
- Existing volunteer or work experience preferred
- Access to a device to record videos

DIPLOMA OF SPORT AND DIPLOMA OF PROJECT MANAGEMENT [SIS50321/BSB50820]

**DELIVER THE GAME ON
AND OFF THE FIELD.
THIS DUAL QUALIFICATION
COMBINES THE TACTICAL
AND LEADERSHIP
ELEMENTS OF SPORT
COACHING WITH
THE STRATEGIC AND
OPERATIONAL SKILLS OF
PROJECT MANAGEMENT
- GIVING YOU THE TOOLS
TO DESIGN, PLAN AND
DELIVER SPORTING
PROJECTS, EVENTS
AND PROGRAMS FROM
CONCEPT TO GAME DAY.**

COURSE OVERVIEW

Build a dynamic career at the intersection of sport, business, and project delivery through this exclusive partnership with the Parramatta Eels. Designed for those who want to lead teams, coordinate events, and manage projects within elite sporting organisations, this dual diploma equips you with the practical and leadership skills to make sport happen - from game day to community activation.

Through real-world learning experiences with the Parramatta Eels, you'll gain unique insights into how a professional NRL club operates - exploring areas such as event delivery, player development, sponsorship activations, and high-performance operations. You'll learn how to plan and deliver projects that bring sport to life, while developing the communication, teamwork, and stakeholder management skills that employers demand.

Throughout your studies, you'll:

- Develop and Manage Projects through the Full Project Lifecycle for Sports and Event Delivery (including scope, scheduling, cost management and stakeholder engagement)
- Coordinate Logistics for Game Days and Tournaments
- Manage Risk, Quality and Stakeholder Engagement in a Sporting Environment
- Apply Leadership and Communication Skills to Motivate Teams and Achieve Results

Our experienced educators - alongside Eels staff and mentors - bring real-world insights from both sport management and project delivery, ensuring you graduate with practical, industry-relevant knowledge. Successful completion of this dual qualification will give you the skills to take the lead in sport operations, coaching coordination, events and project management - on and off the field.

WHAT YOU'LL LEARN



		PROJECT	SPORT
BSBPMG530	Manage project scope	Core	Unspecified elective
BSBPMG531	Manage project time	Core	
BSBPMG532	Manage project quality	Core	
BSBPMG533	Manage project cost	Core	
BSBPMG534	Manage project human resources	Core	
BSBPMG535	Manage project information and communication	Core	
BSBPMG536	Manage project risk	Core	
BSBPMG540	Manage project integration	Core	Unspecified elective
BSBPMG538	Manage project stakeholder engagement	Specified Elective	
BSBSTR502	Facilitate continuous improvement	Specified Elective	
BSBOPS504	Manage business risk	Unspecified elective	Core
HLTWHS003	Maintain work health and safety		Core
SITXHRM003	Lead and manage people	Unspecified elective	Core
SISSSCO003	Meet participant coaching needs		Group A: Coaching
SISSSCO004	Plan, conduct and review coaching programs		Group A: Coaching
SISSSCO008	Apply anti-doping policies		Group A: Coaching
SISSSCO011	Manage integrity in sport		Group A: Coaching
SISSSCO007	Apply sport psychology principles		Group A: Coaching
HLTAID011	Provide First Aid		Group A: Coaching
BSBPEF502	Develop and use emotional intelligence		Group F: General electives
BSBTWK503	Manage meetings		Group C: Sport Development
CHCVOL004	Manage volunteer workforce development		Group F: General electives

Selection criteria

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STUDENT LIFE



BLENDDED LEARNING MODE

Students are required to attend two days per week of face-to-face classes at the home of the Parramatta Eels and one day of virtual classes per week.

PROFESSIONAL NETWORK

Students will connect with a variety of sports industry professionals and build their professional network whilst completing their studies.

FURTHER EDUCATION

Students have the option to continue their studies after the completion of their diploma through TAFE Queensland's vast network of partner universities. TAFE Queensland has partnered with some of Australia's most respected universities to provide you with up-to-date skills for a changing workforce, along with the adaptable thinking needed to make your mark in any industry.

WORK EXPERIENCE

All courses include up to 100 hours of work experience with the Parramatta Eels, providing unrivalled access to and experience within the inner workings of one of Australia's premier sporting organisations.





OUR FACILITY

STUDY IN STATE-OF-THE-ART MULTIPURPOSE CLASSROOMS WITH UNINTERRUPTED VIEWS OF THE PARRAMATTA EELS NRL AND NRLW TRAINING FIELDS.

COMMUNITY BUILDING

The Kellyville Memorial Park Community Centre is a vibrant hub for education, training and community. Study in modern classrooms equipped with everything you need to focus and collaborate. Gain access to four, professionally maintained Rugby Leagues fields, perfect for your practical learning. Stay active in a fully-equipped community gym, conveniently located downstairs from your classroom.

Enjoy free parking and access to electric vehicle charging stations right outside your classroom. Plus, grab yourself a coffee or bite to eat from our on-site, Paradise Cafe between 7am-3pm.

JAMES HARDIE CENTRE OF EXCELLENCE

Attend your classes right next to the training facility of the Parramatta Eels NRL & NRLW teams. The Centre of Excellence is the first gender-equal elite facility in Australia with all training facilities replicated for men and women across NRL, NRLW and Elite Pathways programs. The Centre also features a high performance gym and recovery center.





EELS

INSTITUTE

**CAN
LEAD
TO**

2025

EELS



**UNIVERSITY
PATHWAYS
OR
CAREERS IN SPORT
COACHING/
SPORT MANAGEMENT/
SPORT OPERATIONS
OR
TRANSFERRABLE
SKILLS FOR A VARIETY
OF OTHER INDUSTRIES**

The Eels Institute is delivered in partnership with TAFE Queensland. RTO Name: TAFE Queensland (RTO 0275). RTO Codes: RTO 0275 | CRICOS 03020E | IHE PRV13003. Course Codes: Diploma of Sport and Diploma of Leadership and Management (SIS50321/BSB50420) Diploma of Sport and Diploma of Project Management (SIS50321/BSB50820)



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YOUR
INTEREST**



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