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ADELAIDE CROWS SIGNS LEARNING SEAT TO HELP EDUCATE PLAYERS AND STAFF

The Adelaide Football Club is one of six* of the Australian Football League's (AFL) 16 clubs who today announced that they would be implementing an online education program for its staff, players and coaches.

Managed by Learning Seat, the online training and compliance management company, the courses aim to address a wide range of training requirements such as professional development, business compliance, business and management training and safety compliance.

Each of the programs designed for the AFL will be fully customised for The Crows, with topics including Equal Employment Opportunities, Bullying Prevention, Privacy, Sexual Harassment Prevention; Ethics and Conduct and OHS courses as well as customised induction courses.

Adelaide Football Club's general manager people and performance, Craig Burton, highlighted the importance of offering education and development programs to its organisation.

"Ongoing education and development for our employees is crucial in maintaining a strong corporate culture.

"We look forward to working with Learning Seat to develop an online training and induction program for our employees," Mr Burton said.

Michael Solomon, chief executive officer of Learning Seat welcomed the partnership with The Crows.

"The AFL is one of the most influential sporting organisations in Australia and we are delighted to be working with so many of its teams.

"We are proud to be offering our training and compliance services to The Crows - a team dedicated to educating its staff and members in the most time efficient, practical and cost-effective way."

* The other clubs are: West Coast Eagles, Carlton Football Club; Richmond Football Club; Melbourne Football Club and North Melbourne Football Club.

The governing body of Western Australia football, the West Australian Football Commission, will also be offering the training courses to its members and staff.

The Collingwood Football Club announced its partnership with Learning Seat late last year.

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About Learning Seat

Learning Seat is the leading Australian supplier of online learning centres for corporate and government entities, with strategic relationships with the major industry peak bodies. Learning Seat has a suite of over 400 online training modules prepared for local requirements, and currently supports over 220,000 users across Australia and internationally, growing at around 7,000 new users per month. Learning Seat helps organisations of all sizes to properly deliver, manage and control the training and information that must be directed to all staff and contractors, from their first contact with the organisation to the last. Learning Seat was established in 2000 and acquired by News Limited in August 2006.