



**Australian Government**

# **Assessment Requirements for SISXIND004 Analyse participation patterns**

**Release: 1**

# Assessment Requirements for SISXIND004 Analyse participation patterns

## Modification History

Not applicable.

## Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- review and evaluate market penetration of an organisation in at least three of the following market segments:
  - attitudes and values
  - culture
  - geography
  - lifestyle
  - employment status
  - socio-economic status
- when completing the above, consider:
  - participation patterns and attributes in key market segments of the sport, recreation or fitness industry
  - trends of potential significance to the organisation
  - participant participation levels and patterns and potential impacts of:
    - internal influences
    - external influences
  - communicate observations and interpretations to colleagues and management
- scope at least three potential opportunities, using well-researched information and appropriate resources, to increase participation and make at least three logical recommendations to colleagues and management.

## Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- marketing principles to enable the identification of new and emerging markets and those not currently penetrated, with the aim of increasing participation
- contemporary participation patterns in the sport, fitness and recreation industries and factors that impact on participation levels and patterns to enable market segments to be identified and analysed
- dimensions and characteristics of leisure and its benefits for individuals and the community to enable understanding of client recreation needs

- features of service delivery relevant to organisation:
  - variety and breadth of services
  - locations
  - qualified staff
  - equipment and facilities
- actual or potential impact of internal influences on participation levels and patterns:
  - individual
  - lifestyle
  - social
- actual or potential impact of external influences on participation levels and patterns:
  - leisure characteristics
  - competitive service provision from public sector, commercial sector and not-for-profit sector
  - economic developments
  - environmental trends
  - shifts in demographics, political landscape and geographical landscape
  - technological change
  - codes of practice
- legislation relevant to the sport, fitness and recreation industries and organisational policies and procedures to enable collection and use of market research data
- market research and analysis techniques and information sources
- relevant information to research in market segments:
  - attitudes and values
  - culture
  - geography
  - lifestyle
  - employment status
  - socioeconomic status.

## Assessment Conditions

Skills must be demonstrated in:

- a sport, fitness or recreation environment. This can be a workplace or simulated environment.

Assessment must ensure access to:

- sources of information on participation patterns and market segments in the sport and recreation industry:
  - Australian Bureau of Statistics
  - commercial research

- internet
- print media
- surveys
- television
- organisational data
- organisational policies and procedures regarding the use of market research information:
  - access to and collection of market information
  - privacy
  - reporting requirements
  - information protocols
  - security and confidentiality requirements
  - management and accountability channels.

Assessment activities that allow the individual to:

- analyse participation patterns within a sport, fitness or recreation context relevant to current or intended work.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1ca50016-24d2-4161-a044-d3faa200268b>