



Australian Government

Assessment Requirements for SISXFAM004 Analyse participation patterns

Release: 1

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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:

- for three different sport, fitness, aquatic or recreation programs:
 - collect, sort, store and analyse qualitative and quantitative participation data
 - produce a participation report for each of the three programs and include information about:
 - participation levels and patterns
 - type of consumer market segments participating in the program
 - consumer satisfaction with the program
 - expansion opportunities.

Knowledge Evidence

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

- consumer data that can be sensitive, and organisational privacy procedures for secure storage
- for the sport, fitness, aquatic or recreation industry and organisation type:
 - reasons for analysing participation patterns and how data can be used for:
 - program initiatives and design
 - scheduling service offerings
 - marketing purposes to expand participation
 - obtaining funding
 - sources of information on contemporary national, local, state or territory participation patterns and trends:
 - Australian Bureau of Statistics (ABS)
 - national, state and territory government authorities
 - industry associations
 - how consumer markets are segmented for the purposes of participation analysis, and typical demographic information used to determine segments:
 - age
 - sex

- skill capability
- physical capacity
- family status
- employment status and income
- key program service offerings
- seasonal variations in different types of programs and how this impacts on participation patterns over the year
- key consumer market segments for different program service offerings, and their program preferences and expectations
- types of organisational data available to measure consumer participation, consumer market segment and satisfaction
- operational features of software programs and analytic tools used to:
 - store and sort data
 - create statistics and charts representing key participation data
- data to be filtered, removed or amended, and reasons for these actions
- meanings and purposes of quantitative and qualitative data and how these are analysed and reported
- format and inclusions of data analysis and evaluation reports for sport, fitness, aquatic and recreation program participation
- techniques used to draw and express conclusions and recommendations.

Assessment Conditions

Assessment must ensure use of:

- computers and software programs for accessing, sorting and evaluating participation data, and producing reports
- data on general community and organisational consumer participation in sport, fitness, aquatic or recreation programs
- organisational privacy procedures for securely storing sensitive consumer data.

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>