SISXFAM004 Analyse participation patterns

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to analyse an organisation's current participation patterns for sport, fitness, aquatic or recreation programs. It requires the ability to determine the purpose of the analysis, and to collect, analyse and report on relevant participation data. Participation data analysis and reporting can be used for a variety of purposes including program design and scheduling, funding and marketing.

This unit applies to any type of sport, fitness, aquatic or recreation organisation including commercial, not-for-profit, community and government organisations. It applies to senior personnel, including supervisors and managers, who operate independently or with limited guidance from others.

The skills in this unit must be applied in accordance with Commonwealth and State or Territory legislation, Australian standards and industry codes of practice.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Finance, Administration and Marketing

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Determine data analysis purpose and key analysis parameters.	1.1. Determine purpose of analysing organisational data for consumer participation in sport, fitness, aquatic or recreation programs.
	1.2. Identify organisational program service offerings subject to

analysis.

1.3. Identify consumer market segments for program service offerings subject to analysis.

2. Source, collect and analyse data.	2.1. Source and collect relevant participation data from credible external sources for comparison with organisational participation patterns.
	2.2. Identify and collect available organisational data relevant to analysis purpose, and store according to organisational consumer privacy procedures.
	2.3. Filter and assess quality of data and clean data to ensure relevance to analysis.
	2.4. Identify participation patterns and trends from quantitative data through statistical analysis.
	2.5. Evaluate qualitative information to identify patterns in reasons for participation and general satisfaction with program service offerings.
	2.6. Compare organisational participation data to broader community data collected from external sources.
3. Report on participation levels and patterns.	3.1. Create and distribute reports on participation analysis and evaluation according to organisational format requirements and procedures.
	3.2. Note underperforming program service offerings and highlight expansion opportunities.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Reading skills to:	• interpret unfamiliar and often complex information from diverse sources.
Writing skills to:	• produce cohesive data analysis and evaluation reports using language suitable for purpose and audience • present factual information without ambiguity • summarise and paraphrase diverse customer opinions without altering meaning.
Numeracy skills to:	• interpret numerical data of different complexity and complete routine calculations involving addition, subtraction, multiplication, division and percentages • present numerical data in tables, charts and graphs • interpret fundamental statistical information to draw

conclusions.

Problem-solving skills to:
- identify and clean inaccurate, duplicative and irrelevant data.

Unit Mapping Information

Supersedes and is not equivalent to SISXIND004 Analyse participation patterns.

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1ca50016-24d2-4161-a044-d3faa200268b