



**Australian Government**

# **SISXIND004 Analyse participation patterns**

**Release: 1**

## SISXIND004 Analyse participation patterns

### Modification History

Not applicable.

### Application

This unit describes the performance outcomes, skills and knowledge required to analyse current participation patterns in sport, fitness or recreation activities. The unit requires the ability to review and evaluate market penetration and identify potential directions for future marketing in order to increase participation levels.

This unit applies to personal trainers in the sport, fitness or recreation industry as well as operations managers and program managers planning, implementing and evaluating programs and activities across a range of activity areas.

Work is undertaken independently and according to relevant legislation and organisational policies and procedures.

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

### Pre-requisite Unit

Nil

### Competency Field

Working in Industry

### Unit Sector

Cross-Sector

### Elements and Performance Criteria

#### ELEMENTS

Elements describe the essential outcomes

1. Interpret the market.

#### PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

1.1 Identify market segments for current industry service delivery.

1.2 Identify and analyse participant attributes common to specific market segments for current industry service delivery.

1.3 Access and interpret statistical analysis of market research.

- |   |  |
|---|--|
| 2. Assess participation levels and patterns.    | 2.1 Identify major features of current industry service delivery.  |
|   | 2.2 Identify and assess potential impact of internal and external influences on participation levels and patterns. |
|   | 2.3 Evaluate the scope for possible expansion of participation within specific market segments.                    |
| 3. Report on participation levels and patterns. | 3.1 Present outcomes of analysis to relevant personnel within the required timeframe.                              |
|   | 3.2 Recommend expansion opportunities relevant to organisation.  |
|   | 3.3 Document outcomes and 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:                 | <ul style="list-style-type: none"><li>• interpret often complex statistics and research findings.</li></ul>   |
| Oral communication skills to:      | <ul style="list-style-type: none"><li>• source information from relevant sources:</li><li>• to evaluate market penetration of specific market segments</li><li>• about participation levels and patterns in specific market segments.</li></ul> |
| Planning and organising skills to: | <ul style="list-style-type: none"><li>• complete research and analysis activities within required timeframes.</li></ul>   |
| Technology skills to:              | <ul style="list-style-type: none"><li>• access electronic sources of information</li></ul>  |

## Unit Mapping Information

SISXIND403A 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>