



Australian Government

SISSGLF520 Design and implement strategies to increase junior participation in golf

Release: 1

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Modification History

The release details of this endorsed unit of competency set are in the table below. The latest information is at the top.

Release	Comments
1	Replaces but is not equivalent to SISSGLF511A Develop and manage junior development programs in golf. Title changed to better reflect the intent of the unit. Competency outcome changed. Major changes to include a more strategic and broader approach to increasing participation of juniors as well as skill development.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to design and implement strategies focussed on enhancing junior participation in golf. It focuses on developing, monitoring and evaluating strategies to meet the needs of stakeholders and participants.

Application of the Unit

This unit applies to those intending to pursue a career as a golf professional. This includes developing strategies to increase junior participation and develop the skills of junior golfers and implementing these strategies in schools, golf clubs and community organisations.

Licensing/Regulatory Information

No licensing, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

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| <ol style="list-style-type: none"> 1. Consult with stakeholders to determine needs. 2. Design strategies for specific target groups. 3. Promote and deliver programs and activities. 4. Evaluate effectiveness of the strategies. | <ol style="list-style-type: none"> 1.1 Undertake research to determine specific needs of <i>target groups</i>. 1.2 Identify <i>stakeholder needs and aims</i>. 1.3 Collect <i>relevant information</i> required to plan strategies to enhance junior participation and development. 2.1 Identify products and services appropriate to junior participants from each relevant target group 2.2 Determine the <i>type of activities</i> relevant to participant age and experience. 2.3 Establish <i>requirements for activities</i> selected in consultation with relevant personnel and according to <i>organisational policies and procedures</i> and the local <i>requirements of host facilities</i>. 2.4 Consider stakeholder needs and aims in designing strategies. 3.1 Select <i>program formats</i> that meet the <i>rules and regulations of golf</i> and requirements of the individual host facility. 3.2 Prepare and implement budgets for each activity or program. 3.3 Develop strategic links with <i>local groups</i> for the implementation of junior golf activities. 3.4 Confirm details of partnerships or collaborative arrangements 3.5 Identify and access <i>resources</i> required. 3.6 Market and advertise golf junior activities and programs. 3.7 Monitor and document progress in all activities and make <i>modifications</i> as required. 4.1 Seek and acknowledge feedback from participants, stakeholders and other staff. 4.2 Compare junior participation rates pre and post implementation of strategies. 4.3 Compare junior golfer skill levels pre and post implementation of strategies. 4.4 Evaluate all <i>relevant components</i> of each strategy. 4.5 Identify areas where programs and activities could be improved to enhance participation and increase skill levels. |
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4.6 Document action required as a result of evaluation.

4.7 Review own performance and identify potential improvements.

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to:
 - liaise with stakeholders to identify their needs in developing junior players
 - consult with relevant personnel to develop activity or program criteria and formats
 - develop and participate in networks to promote programs
 - seek feedback on outcomes
- problem-solving skills to:
 - identify relevant products and services for specific target groups of juniors
 - investigate alternative program formats and structures and match these to the needs and objectives of specific participant groups
- numeracy skills to develop, implement and monitor a budget to implement the desired strategies
- planning and organising skills to:
 - manage a range of junior golf programs and activities
 - develop criteria for participation in junior golf programs
 - assess resource requirements
 - design, implement and monitor junior golf programs and activities
 - adjust program structures and formats as required
- self-management skills to reflect on own performance in developing and managing appropriate junior development programs and activities and make appropriate adjustments
- ability to:
 - teach and develop the skills of golf to junior participants
 - develop and adapt programs, activities and formats for a range of participant abilities, levels and ages.

Required knowledge

- characteristics of different groups of junior participants and appropriate communication and motivation techniques for each group
- products and services suitable for junior golfers
- advanced skills, tactics and strategies of golf in order to build these into junior development programs
- strategies to best develop and promote participation in junior golf
- marketing and advertising strategies to promote junior golf
- existing and potential networks and groups to enable links to be developed with potential stakeholders and participants
- the relationship between professional golf and junior golf development in order to develop programs that will integrate with and develop pathways to professional golf
- types of program structures and formats suitable for different participant groups to ensure the development of appropriate programs and activities.

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the ability to:

- utilise knowledge of stakeholder needs and objectives to develop and implement strategies for different participant groups and playing abilities to increase junior participation in golf
- build and maintains links and networks with stakeholder organisations and use these to collect information about needs in relation to participation and development of skills and to convey information about available golf junior programs and activities
- review strategies and respond to feedback to action alterations to improve future programs or activities
- evaluate and reflect on own work performance to identify ways in which junior development can be better managed.

Context of and specific resources for assessment

Assessment must ensure:

- development and implementation of junior golf participation and development activities and programs for different participant groups and playing abilities to demonstrate competency and consistency of performance.

Assessment must also ensure access to:

- golf course or green with suitable practice areas for groups
- potential participants at the junior level and networks such as schools and clubs
- appropriate equipment and resources to develop and manage junior participation and development programs in golf
- the rules and regulations of golf
- local rules of host facilities
- information about alternative program formats and structures.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of performance in developing and managing junior golf programs
- oral or written questioning to assess knowledge of relevant

rules, regulations of golf impacting on the development of junior golf programs

- third-party reports from stakeholders detailing performance
- portfolios containing evidence of strategies to increase junior participation, coaching program outlines, feedback from stakeholders and modifications to program and activities.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the individual, accessibility of the item, and local industry and regional contexts) may also be included.

Target groups may include:

- those who have never played golf
- novices or beginners
- talent or development squads
- elite juniors
- representative teams.

Stakeholders may include:

- professional golfing bodies
- golf clubs
- schools
- community organisations
- parents
- participants
- representatives from host facilities.

Needs and aims may include:

- to identify talent
- to develop skills
- to promote junior participation in golf
- to introduce junior participants to club facilities and competitive environments
- to promote and facilitate national skills or national development programs.

Relevant information may include:

- participant profiles
- available facilities and equipment
- level of demand
- modified activities and games
- rules and regulations of golf.

Type of activities may include:

- ongoing development programs
- one-off events
- talent ID
- promotional activities
- individual coaching
- group coaching
- schools based
- club based
- National Activity Organisation junior clinics
- junior representative team programs.

Requirements may include:

- handicap

Organisation policies and procedures may include:

- age
- experience
- physical capability
- equipment
- facilities
- personnel.
- equal opportunity
- privacy
- working with children
- work health and safety
- budgeting constraints
- marketing
- advertising.

Requirements of host facilities may include:

- local rules
- space, access and time restrictions
- safety and insurance requirements
- parent approval and participant disclaimers
- working with children checks and supervision requirements

Program formats may include:

- schools based participation and skills program
- club based participation and skills program
- age-specific development programs
- junior representative team programs
- junior shootouts or other modified programs.

Rules and regulations of golf may include:

- Golf Australia handicapping and course rating system
- best practice codes of ethics and policies of organisations such as:
 - Golf Australia
 - Professional Golfers Association (PGA) of Australia
 - Australian Sports Commission (ASC)
 - safety requirements and protocols.

Local groups may include:

- schools
- community groups
- local government authorities
- regional associations
- junior foundations
- golf clubs.

Resources may include:

- modified golf equipment
- courses, ranges, greens or sport facilities

Modifications may include:

- coaching and supervisory staff
- first aid equipment
- funding and financial requirements.
- ability level of group
- ability level of individuals
- facility constraints
- weather conditions
- group size
- length of hole
- scoring format
- skills requirements.

Relevant components may include:

- facility
- format
- activities
- promotion and marketing
- timing
- costs
- modifications
- inclusion, participation and enjoyment
- financial outcomes.

Unit Sector(s)

Sport

Competency Field

Golf