Australian Government

SISSSDE502 Design and implement strategies to increase participation

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	New unit.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to design and implement strategies focussed on enhancing participation in a specific sport. 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 with a sport development role. This focuses on developing strategies to increase participation and enhance pathways for emerging talent and implementing these strategies in schools, clubs and community environments. It does not cover design and delivery of specific talent identification programs.

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.
1. Consult with stakeholders to determine needs.	1.1 Undertake research to determine specific needs of *target groups*.
	1.2 Identify *needs and aims* of *stakeholders*.
	1.3 Collect *relevant information* required to plan strategies to enhance participation.
	1.4 Identify currently available National Sporting Organisation (NSO) products and services.
	1.5 Identify opportunities for potential partnerships or collaborations.
2. Design strategies for specific target groups.	2.1 Set *targets* that are realistic and precise within a defined timeframe.
	2.2 Identify products and services appropriate to participants from each relevant target group.
	2.3 Determine the *type of activities* relevant to participant age, ability and experience.
	2.4 Establish *requirements* for activities selected in consultation with relevant personnel and according to *organisational policies and procedures* and the local *requirements of host facilities*.
	2.5 Consider stakeholders needs and aims in designing strategies.
3. Promote and deliver programs and activities.	3.1 Select program formats that meet rules and regulations of sport controlling body and requirements of individual host facility.
	3.2 Prepare and implement budgets for each activity or program.
	3.3 Develop strategic links with *local groups* for implementation of activities and programs.
	3.4 Confirm details of partnerships or collaborative arrangements.
	3.5 Identify and access *resources* required.
	3.6 Develop promotional material to generate interest and publicity.
	3.7 Market and advertise activities and programs.
	3.8 Monitor and document progress in all activities and make *modifications* as required.
4. Evaluate effectiveness of the strategies.	4.1 Seek and acknowledge feedback from participants, stakeholders and other staff.
	4.2 Compare participation rates pre and post implementation of

strategies.

4.3 Compare outcomes against identified targets at the end of agreed timeframe.

4.4 Evaluate all *relevant components* of each strategy.

4.5 Identify areas where programs and activities could be improved to enhance participation and increase pathways for emerging talent.

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
    - 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
    - investigate alternative activity and program formats and structures and match these to the needs and objectives of participants
- numeracy skills to:
    - develop, implement and monitor a budget to implement the desired strategies
    - implement strategies within a defined timeframe
- planning and organising skills to:
    - manage a range of participation programs and activities
    - assess resource requirements and secure necessary resources for implementation
    - design, implement and monitor participation programs and activities
    - adjust program structures and formats as required
- self-management skills to reflect on own performance in developing and managing participation programs and activities and make appropriate adjustments
- ability to develop and adapt programs, activities and formats for a range of participant abilities, ability levels and ages.

Required knowledge

- characteristics of different groups of participants and appropriate communication and motivation techniques for each group
- products and services suitable for increasing participation in a specific sport
- strategies to best develop and promote participation
- marketing and advertising strategies to increase participation
- existing and potential networks and groups to enable links to be developed with potential stakeholders and participants
- the relationship between participation and talent identification in order to develop programs that will integrate with and develop pathways through the sport for emerging talent
- 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 participation and player pathways through sport
	• 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 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 sport participation activities and programs can be better managed.
Context of and specific resources for assessment	Assessment must ensure:
	• development and implementation of participation and development activities and programs for a range of target participant groups to demonstrate competency and consistency of performance.
	Assessment must also ensure access to:
	• sport specific facilities
	• potential participants
	• networks such as schools and clubs
	• appropriate equipment and resources to develop and manage participation programs and activities
	• the rules and regulations of the sport
	• local rules and regulations of host facilities and organisations
	• information about alternative program formats and structures
	• information about current NSO specific programs and promotions.
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 implementing participation activities and programs
- oral or written questioning to assess knowledge of relevant rules and regulations impacting on the development of participation activities and programs
- third-party reports from stakeholders detailing performance
- portfolios containing evidence of strategies to increase participation and pathways, promotional material, 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: - SISXIND405A Conduct projects.

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 the sport • novices or beginners • gender specific • those with a disability • age specific • culture specific.
Needs and aims may include:	• to provide pathways for emerging talent • to develop skills • to increase participation • to introduce participants to club facilities • to introduce participants to competitive environments • to promote and facilitate national skills or national development programs.
Stakeholders may include:	• State, territory or National Sporting Associations • clubs • schools • community organisations • parents • participants • representatives from host facilities.
Relevant information may include:	• participant profiles • available facilities and equipment • level of demand • modified activities and games • rules and regulations of a specific sport.
Targets may include:	• participation numbers in specific activities or programs • media interest • financial return • progression to higher performance levels • progression to organised competition • new members or registrations.
Type of activities may include:	• ongoing skills development programs • one-off events

	• promotional activities • individual coaching • group coaching • schools based • club based • NSO clinics.
*Requirement*s may include:	• age • experience • physical capability • equipment • facilities • personnel • schools based participation or skills program • club based participation or skills program • age-specific development programs.
Organisation policies and procedures may include:	• equal opportunity • privacy • working with children • Work Health and Safety • budgeting constraints • marketing • advertising • risk management.
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 • supervision requirements.
Local groups may include:	• schools • community groups • local government authorities • regional associations or bodies • clubs.
Resources may include:	• modified equipment • sports facilities • coaching and supervisory staff • support personnel • first aid equipment • merchandise or promotional material • funding and financial requirements.

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Modifications may include:	• ability level of group • ability level of individuals • facility constraints • weather conditions • group size • competition format • equipment • duration • 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

Sport Development