



Australian Government

SISXCCS403A Determine needs of client populations

Release: 3

SISXCCS403A Determine needs of client populations

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
3	Updated and equivalent. No changes to competency outcome.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to gather, analyse and interpret data to plan and evaluate client service relationships and develop methods of improvement.

Application of the Unit

This unit applies to those working autonomously and within supervisory roles in a sport, recreation or fitness environment. It applies to personnel who are responsible for planning and conducting coaching and talent development programs for athletes in a sport-specific training or competition setting. This may include schools and local sporting clubs; those managing high-performance individual or team athletes, such as sports trainers; and those planning, implementing and evaluating outdoor recreation programs and activities across a range of activity areas, such as operations managers and outdoor adventure guides. This unit may also apply to program developers and managers who are responsible for identifying and developing community recreation activities, managing competitions in a range of sporting organisations, and managing sports venues and facilities. This unit may also apply to fitness venue managers and personal trainers.

Licensing/Regulatory Information

No licensing, legislative, 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

Elements

Elements describe the essential outcomes of a unit of competency.

Performance Criteria

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 and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

- | | |
|--|---|
| <p>1. Analyse needs of client populations.</p> | <p>1.1. Identify client populations for relevant service area.</p> <p>1.2. Source information on client populations through formal and informal channels, according to relevant legislation and organisation policies and procedures.</p> <p>1.3. Analyse and interpret information to identify and assess client needs, expectations and satisfaction levels with current service delivery.</p> <p>1.4. Identify issues in the immediate environment that may impact on the ability to address client population needs.</p> <p>1.5. Identify and analyse competitive service delivery and scope industry best practice.</p> |
| <p>2. Plan and develop client services.</p> | <p>2.1. Assess current service provision according to identified client population needs and industry best practice, and identify gaps.</p> <p>2.2. Develop a plan to meet client needs and deliver improved client services.</p> <p>2.3. Select strategies to implement service-delivery plan in consultation with appropriate personnel.</p> <p>2.4. Competitive comparisons are analysed and evaluated as input into planning process.</p> <p>2.5. Modify specific aspects of product or service delivery to meet changing client service requirements, according to organisational capability, including policies and procedures, budgetary framework and legislative requirements.</p> |
| <p>3. Evaluate client service provision.</p> | <p>3.1. Seek feedback from clients on level of satisfaction with service provision.</p> <p>3.2. Review service delivery according to organisational policies and procedures and how organisation compares with competition and best practice.</p> <p>3.3. Make recommendations for further improvements to</p> |

Elements**Performance Criteria**

- service delivery based on review and client feedback.
- 3.4. Implement appropriate initiatives to improve service delivery in consultation with appropriate personnel.

Required Skills and Knowledge

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

Required skills

- communication skills to:
 - source and elicit information about the needs of client populations
 - seek feedback from client populations for the improvement of service delivery
- literacy and numeracy skills to analyse and interpret information and data to inform the planning and development of delivery of services to meet the needs of client populations
- problem-solving skills to:
 - identify issues that may affect service delivery
 - plan and implement strategies to improve service-delivery outcomes for client populations
- planning and organising skills to develop, implement, monitor and evaluate a service-delivery plan
- technology skills to access information in electronic form.

Required knowledge

- legislation and organisational policies and procedures to enable the delivery of professional, fair and equitable services to all client populations
- organisational services and products, to enable them to be aligned to the needs of client populations
- dimensions and characteristics of client populations to enable client needs and services to be matched appropriately and accurately
- marketing principles, such as identifying key market segments, market trends and developments and changing client requirements to enable the identification of new and emerging needs to inform planning
- research and analysis techniques and information sources to enable the collection and interpretation of information on client populations to inform planning and delivery
- best practice principles to enhance and maintain optimal service delivery.

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:

- work within organisation systems to build knowledge of client population profiles and needs by using a range of sources to research and analyse client market segments and competitors
- identify issues of potential significance that may impact on the organisation's capacity to plan and deliver appropriate services
- use research knowledge to assess, plan and develop systems to deliver professional and quality service to client populations in an appropriate timeframe
- modify existing service-delivery systems in response to changes in client populations and client feedback within organisational quality improvement systems.

Context of and specific resources for assessment

Assessment must ensure:

- development of rapport with client populations
- participation in research activities
- planning and evaluation of client service provision
- delivery of client services over a sufficient period of time to demonstrate competency and consistency of performance.

Assessment must also ensure access to:

- a range of client populations
- sources of information on client population profiles in the sport, fitness and recreation industry
- an environment or facility with a range of service provision
- relevant legislation and organisational policies and procedures regarding the planning and improvement of service provision to client populations
- organisational marketing plans and objectives.

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 facilitating client service-provision review and following up review outcomes
- oral and or written questioning to assess knowledge of relevant legislation which impacts on the planning and delivery of services for client populations
- portfolio showing evidence of analysis of client population market segments and new or modified plan for service delivery.

Guidance information for assessment

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

- SISXIND403A Analyse participation patterns.

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 candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Client populations may include:

- internal or external
- Board members
- purchasers or users of services
- government bodies
- other organisations
- those with routine or specific requests
- members of the general public who make contact with the organisation, such as prospective users of services
- volunteers
- people from a range of social and cultural backgrounds.

Information may include:

- market segments
- client attributes or characteristics
- client needs and expectations
- client satisfaction levels
- trends for client population.

Channels may include:

- Formal:
 - customer satisfaction surveys
 - information from the Australian Bureau of Statistics
 - industry research
 - peak bodies
- Informal:
 - raw data collected at operational or tactical levels from colleagues
 - word of mouth
 - social media
 - informal interviews.

Relevant legislation may include:

- equal employment opportunity
- anti-discrimination
- privacy
- consumer law
- Trade practices Act

Organisational policies and procedures may include:

- child protection
- industrial relations
- environmental law
- Work Health and Safety.
- budget provisions
- access to and collection of market information
- codes of conduct
- promotion of services
- reporting requirements
- feedback mechanisms
- information protocols
- security and confidentiality requirements
- management and accountability channels.

Immediate environment may include:

- business
- training
- competition
- indoor and outdoor
- regulatory.

Plan may include:

- objectives
- timeframes
- resources
- roles and responsibilities.

Strategies may include:

- promotional activities
- educational activities.

Unit Sector(s)

Cross-Sector

Competency Field

Client and Customer Service.