



Australian Government

Department of Education, Employment and Workplace Relations

SISXIND403A Analyse participation patterns

Release: 1

SISXIND403A Analyse participation patterns

Modification History

Not Applicable

Unit Descriptor

| | |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Unit descriptor | <p>This unit describes the performance outcomes, skills and knowledge required to analyse current participation patterns in sport, recreation or fitness activities. The unit focuses on reviewing and evaluating market penetration and identifying potential directions for future marketing to targeted specific market segments in order to increase participation levels.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p> |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Application of the Unit

| | |
|--------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Application of the unit | <p>This unit applies to those working as personal trainers in the fitness industry as well as those planning, implementing and evaluating outdoor recreation programs and activities across a range of activity areas, such as operations managers and program managers.</p> |
|--------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

| | |
|---------------------------|--|
| Prerequisite units | |
| | |
| | |

Employability Skills Information

| | |
|-----------------------------|------------------------------------------|
| Employability skills | This unit contains employability skills. |
|-----------------------------|------------------------------------------|

Elements and Performance Criteria Pre-Content

| | |
|-------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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. |
|-------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Elements and Performance Criteria

| ELEMENT | PERFORMANCE CRITERIA |
|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Review and interpret the market. | 1.1. Identify <i>market segments</i> for current sport and recreation service delivery. 1.2. Identify and analyse <i>participant attributes</i> common to specific market segments for current sport and recreation service delivery. 1.3. Access and interpret statistical analysis of market research from <i>relevant sources</i> to evaluate market penetration of specific market segments, according to <i>relevant legislation</i> and <i>organisational policies and procedures</i> . |
| 2. Assess patterns and levels of participation. | 2.1. Identify major <i>features</i> of current sport and recreation service delivery. 2.2. Assess potential impact of <i>internal influences</i> on participation levels and patterns. 2.3. Assess potential impact of <i>external influences</i> on participation levels and patterns. 2.4. Evaluate the scope for possible expansion of participation within specific market segments according to organisational policies and procedures. |
| 3. Report analysis outcomes on participation levels and patterns. | 3.1. Present outcomes of analysis to <i>relevant personnel</i> within the required timeframe. 3.2. Recommend expansion opportunities according to organisational policies and procedures. 3.3. Document outcomes and opportunities according to organisational policies and procedures. |

Required Skills and Knowledge

| REQUIRED SKILLS AND KNOWLEDGE |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| This section describes the skills and knowledge required for this unit. |
| Required skills |
| <ul style="list-style-type: none"> • communication skills to: <ul style="list-style-type: none"> • elicit information about participation levels and patterns in specific market segments of the sport and recreation industry • convey information to colleagues about research outcomes and future opportunities |

REQUIRED SKILLS AND KNOWLEDGE

- language and literacy skills to:
 - undertake basic research
 - identify and interpret market information
 - document outcomes of analysis and potential opportunities
- technology skills to access electronic sources of information
- problem-solving skills to:
 - assess the impact of various influences on patterns of participation
 - evaluate the scope for expansion
 - suggest potential opportunities
- planning and organising skills to complete research and analysis activities within required organisational timeframes.

Required knowledge

- marketing principles to enable the identification of new and emerging markets and those not currently penetrated, with the aim of increasing participation
- contemporary participation patterns in the sport and recreation industry and factors that impact on participation levels and patterns to enable market segments to be identified and analysed
- dimensions and characteristics of leisure and its benefits for individuals and the community to enable understanding of client recreation needs
- legislation relevant to the sport and recreation industry and organisational policies and procedures to enable collection and use of market research data
- market research and analysis techniques and information sources of the leisure industry.

Evidence Guide

| EVIDENCE GUIDE | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>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.</p> | |
| Overview of assessment | |
| Critical aspects for assessment and evidence required to demonstrate competency in this unit | <p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> works within organisational guidelines and systems and applies marketing principles to build organisational knowledge uses a range of sources to research and analyse participation patterns in key market segments of the sport and recreation industry and identify trends of potential significance to the organisation analyses comparative importance of the variety of influences on participation levels and patterns for differing market segments and communicates observations and interpretations to colleagues and management applies research knowledge to scope potential opportunities to increase participation and makes logical recommendations to colleagues and management. |
| Context of and specific resources for assessment | <p>Assessment must ensure participation in market research activities that reflect the requirements of the candidate's current or intended work environment and are of sufficient breadth to demonstrate competency and consistency of performance.</p> <p>Assessment must also ensure access to:</p> <ul style="list-style-type: none"> sources of information on participation patterns and market segments in the sport and recreation industry an environment or facility with a range of recreation and leisure services organisational policies and procedures regarding the use of market research information organisational marketing plans and objectives. |
| Method of assessment | <p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> observation of discussing and presenting analysis |

| EVIDENCE GUIDE | |
|--------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | <p>with colleagues</p> <ul style="list-style-type: none"> • oral and or written questioning to assess knowledge of key market segments in the sport and recreation industry • portfolio showing evidence of analysis of market segments and supporting rationale for recommendations. <p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.</p> |
| Guidance information for assessment | |

Range Statement

| RANGE STATEMENT | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>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.</p> | |
| <i>Market segments</i> may include: | <ul style="list-style-type: none"> • attitudes and values • culture • geography • lifestyle • employment status • socioeconomic factors. |
| <i>Participant attributes</i> may include: | <ul style="list-style-type: none"> • gender • age • income • stage in lifecycle • occupation and education • culture. |
| <i>Relevant sources</i> may include: | <ul style="list-style-type: none"> • Australian Bureau of Statistics • commercial research • internet • print media |

| RANGE STATEMENT | |
|------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | <ul style="list-style-type: none"> • surveys • television. |
| Relevant legislation may include: | <ul style="list-style-type: none"> • privacy • copyright. |
| Organisational policies and procedures may include: | <ul style="list-style-type: none"> • access to and collection of market information • privacy • reporting requirements • information protocols • security and confidentiality requirements • management and accountability channels. |
| Features may include: | <ul style="list-style-type: none"> • variety and breadth of services • locations • qualified staff • equipment and facilities. |
| Internal influences may include: | <ul style="list-style-type: none"> • individual • lifestyle • social. |
| External influences may include: | <ul style="list-style-type: none"> • leisure characteristics • competitive service provision from public sector, commercial sector and not-for-profit sector • economic developments • environmental trends • shifts in demographics, political landscape and geographical landscape • technological change • codes of practice. |
| Relevant personnel may include: | <ul style="list-style-type: none"> • senior colleagues • marketing personnel • store or terminal owners. |

Unit Sector(s)

| | |
|--------------------|--------------|
| Unit sector | Cross-Sector |
|--------------------|--------------|

Co-requisite units

| | | |
|---------------------------|--|--|
| Co-requisite units | | |
| | | |
| | | |

Competency field

| | |
|-------------------------|--|
| Competency field | |
|-------------------------|--|