



Australian Government

SISXIND403A Analyse participation patterns

Release: 3

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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
3	Reduction of repetition. No changes to competency outcome.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to analyse current participation patterns in sport, fitness and recreation 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.

Application of the Unit

This unit applies to those working as personal trainers in the fitness industry as well as those planning, implementing and evaluating community and outdoor recreation programs and activities across a range of areas, such as operations managers and program managers. It may also apply to those working in a development role in sporting organisations.

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

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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|---|--|
| 1. Review and interpret the market. | 1.1. Identify <i>market segments</i> for current service delivery.
1.2. Identify and analyse <i>participant attributes</i> common to specific market segments.
1.3. Access and interpret statistical analysis of market research from <i>relevant sources</i> to evaluate market penetration of specific market segments. |
| 2. Assess patterns and levels of participation. | 2.1. Identify major <i>features</i> of current 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. |
| 3. Report analysis outcomes on participation levels and patterns. | 3.1. Present outcomes of analysis to manager within the required timeframe.
3.2. Recommend expansion opportunities.
3.3. Document outcomes and opportunities. |

Required Skills and Knowledge

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

Required skills

- communication skills to:
 - elicit information about participation levels and patterns in specific market segments of the sport, fitness and recreation industry
 - convey information about research outcomes and future opportunities
- 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 for increasing participation
- planning and organising skills to complete research and analysis activities within required 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, fitness 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 needs
- legislation and organisation policies and procedures to enable collection, use and storage of market research data
- market research and analysis techniques and valid information sources for the sport, fitness and recreation industry.

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 guidelines and systems and apply marketing principles to build organisation knowledge
- use a range of sources to research and analyse participation patterns in key market segments of the sport, fitness and recreation industry and identify trends of potential significance
- analyse comparative importance of the variety of influences on participation levels and patterns for differing market segments and communicate observations and interpretations to supervisor
- apply research knowledge to scope potential opportunities to increase participation and make logical recommendations to manager.

Context of and specific resources for assessment

Assessment must ensure:

- participation in market research activities that reflect the requirements of the individual's current or intended work environment and are of sufficient breadth to demonstrate competency and consistency of performance.

Assessment must also ensure access to:

- sources of information on participation patterns and market segments in the sport, fitness and recreation industry
- a sport, fitness and recreation environment or facility with a range of services
- organisational policies and procedures regarding the use of market research information
- 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 discussing and presenting analysis to manager

- oral and or written questioning to assess knowledge of key market segments in the sport, fitness and recreation industry
- portfolio showing evidence of analysis of market segments and supporting rationale for recommendations.

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

Market segments may include:

- attitudes and values
- culture
- geography
- lifestyle
- employment status
- socioeconomic factors.

Participant attributes may include:

- gender
- age
- income
- stage in lifecycle
- occupation and education
- culture.

Relevant sources may include:

- Australian Bureau of Statistics
- commercial research
- internet
- industry peak bodies
- print media
- surveys
- television.

Features may include:

- variety and breadth of services
- locations
- qualified staff
- equipment and facilities.

Internal influences may include:

- individual
- lifestyle
- social

External influences may include:

- 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.

Unit Sector(s)

Cross-Sector

Competency Field

Working in Industry