



Australian Government

Department of Education, Employment and Workplace Relations

SRXINU011A Develop and maintain a competitive pricing strategy for a leisure and recreation service

Release: 1

SRXINU011A Develop and maintain a competitive pricing strategy for a leisure and recreation service

Modification History

Not applicable.

Unit Descriptor

This unit has been developed for the Community Recreation, Fitness, Outdoor Recreation and Sport Industry Training Packages.

This unit encompasses strategic management skills to develop and maintain a competitive pricing strategy for a leisure and recreation service.

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

Elements and Performance Criteria

Element	Performance Criteria
1 Conduct market research	<p>1.1 Market segments are profiled using appropriate research techniques</p> <p>1.2 Disposable income and discretionary spending patterns for specific market segments are determined from relevant sources</p> <p>1.3 Economic concepts are evaluated to determine competitors</p>
2 Develop pricing strategy	<p>2.1 Cost factors impacting on supply of current leisure and recreation service are identified and break even point for service delivery is determined</p> <p>2.2 Participant willingness to pay is measured and evaluated against competitors using economic techniques</p> <p>2.3 A competitive pricing structure is determined in accordance with organisational business and performance plans and current leisure and recreation service delivery objectives</p>
3 Implement pricing strategy	<p>3.1 Internal customers are educated on pricing strategy in accordance with organisational communication policies and procedures</p> <p>3.2 Awareness collateral for the market place is determined and distributed in accordance with organisational budgets</p>
4 Maintain competitive pricing strategy	<p>4.1 Systems and procedures are implemented to monitor and respond to factors affecting pricing structure of current leisure and recreation service delivery</p> <p>4.2 Systems and procedures are implemented to monitor and respond to pricing structures of competing services</p> <p>4.3 Systems and procedures are implemented to regularly review supply costs and seek economic benefits from partnership opportunities and</p>

additional sources of **funding**

Required Skills and Knowledge

Not applicable.

Evidence Guide

Evidence Guide

The Evidence Guide identifies the critical aspects, knowledge and skills to be demonstrated to confirm competence for this unit. This is an integral part of the assessment of competence and should be read in conjunction with the Range Statements

Critical aspects of evidence to be considered

Assessment must confirm integrated demonstration of all elements of competency and their performance criteria, in particular the ability to

- Research and analyse data on disposable income levels and discretionary spending patterns to identify market segments
- Use economic techniques to determine participant willingness to pay
- Identify of competitors
- Cost services competitively and in accordance with organisational business and performance plans
- Implement systems to monitor and respond to variances in supply and competitors pricing
- Proactively seek new ways of minimising cost

Interdependent assessment of units

This unit must be assessed after attainment of competency in the following unit(s)
Nil

This unit must be assessed in conjunction with the following unit(s)
Nil

For the purpose of integrated assessment, this unit may be assessed in conjunction with the following unit(s)
SRXINU008A Develop and implement a leisure and recreation tourism strategy

Required knowledge and skills

Required knowledge

- An understanding of the principles of equity
- Activity specific knowledge of recreation and leisure activities
- A conceptual foundation for practice in the recreation industry

Required skills

Strong research skills to identify disposable income levels and discretionary spending patterns

Analytical skills to identify and evaluate opportunities

Strong communication skills to solicit and disseminate information

Ability to select and use appropriate technology

Resource implications

Physical resources - assessment of this competency will require access to a real or simulated work environment appropriate documentation and resources normally used in the workplace literature and texts including current journals and articles

Human resources - assessment of this competency will require human resources consistent with those outlined in the Assessment Guidelines. That is, assessors (or persons within the assessment team) must be competent in this unit but preferably be competent in the unit at the level above be current in their knowledge and understanding of the industry through provision of evidence of professional activity in the relevant area have attained the mandatory competency requirements for assessors under the Australian Quality Training Framework (AQTF) as specified in Standard 7.3 of the **Standards for Registered Training Organisations**

Consistency in performance

Competence in this unit must be assessed over a period of time in order to ensure consistency of performance over the Range Statements and contexts applicable to the work environment

Context for assessment

This unit of competency must be assessed in the context of leisure and recreation in Australia. For valid and reliable assessment the sport or recreation activity should closely replicate the work environment. The environment should be safe, with the

hazards, circumstances and equipment likely to be encountered in a real workplace
 This unit of competency should be assessed through the observation of processes and procedures, oral and/or written questioning on required knowledge and skills and consideration of required attitudes
 Where performance is not directly observed and/or is required to be demonstrated over a "period of time" and/or in a "number of locations", any evidence should be authenticated by colleagues, supervisors, clients or other appropriate persons

**KEY
 COMPETENCIES**

Collect, Analyse & Organise Information	Communicate Ideas & Information	Plan & Organise Activities	Work with Others & in Teams	Use Mathematical Ideas & Techniques	Solve Problems	Use Technology
2	2	2	1	2	3	2

These levels do not relate to the Australian Qualifications Framework. They relate to the seven areas of generic competency that underpin effective workplace practices. The three levels of performance

e (1, 2 and 3) denote the level of competency required to perform the task:

Use routine approaches
Select from routine approaches
Establish new approaches

Collecting, analysing and organising information -

Determining disposable income levels and discretionary spending patterns

Communicating ideas and information - to

internal and external customers information related to the pricing strategy

Planning and organising activities -

to source data and disseminate

outcomes

Working with teams and others

- to source market intelligence and generate awareness of pricing strategy

Using mathematical ideas and techniques

- to plot and predict demand-supply relationship, calculate equilibrium price and marginal productivit

y

Solving problems -

to determine such factors as supply and demand, costs and benefits and expenditure

s

Using technology

- Using research databases, the Internet and other

sources to
collate
market
intelligence
and for
calculation
techniques
Please refer
to the
Assessment
Guidelines
for advice
on how to
use the Key
Competenci
es.

Range Statement

Range Statements

The Range Statements provide advice to interpret the scope and context of this unit of competence, allowing for differences between enterprises and workplaces. The Range Statements relate to the unit as a whole and helps facilitate holistic assessment. In addition, the following Range Statements may be present for this particular unit of competency

RANGE STATEMENT

CATEGORIES

Awareness collateral

[all categories]
brochures
e-mails
electronic files
flyers
Internet
newsletters

Communication policies and procedures

[all categories]
e-mail updates
memos
organizational meetings
team meetings
workshops

Economic concepts

[all categories]
cost and benefit
opportunity cost
merit goods/service, ie, a good that society, usually government, deems is undervalued by consumers in normal market exchanges, eg, subsidies price
private goods/service, ie, use of good/service by one person prevents use by others
public goods/services, ie, the use of good/service by one person does not prevent use by other, eg, national defence, clean environment

Economic techniques

[all categories]
break-even point
comparative advantage
cost and benefit
demand curves against supply curves
disposable income
economies of scale
elasticity of demand

	<ul style="list-style-type: none">equilibrium priceincome effectmarginal productivityopportunity cost
Funding	<ul style="list-style-type: none">[all categories]capital including user incomegrantspatronagerevenue including sponsorship
Market segments	<ul style="list-style-type: none">[all categories]demographics based on<ul style="list-style-type: none">age bracketscultureemployment patternsgendergeographical locationsincome brackets
Objectives	<ul style="list-style-type: none">[all categories]operating profitsparticipation levelsquality assurance procedures
Partnership opportunities	<ul style="list-style-type: none">[all categories]health careleisure and recreation merchandising and retailingother services, eg, discountsprograms and eventsservice endorsementtourism
Research techniques	<ul style="list-style-type: none">[all categories]electronic, eg, Internetinternal and external documentspaper based, eg, surveyspersonal contact, eg, meetings, interviews or questionnairesresource material such as industry magazines, journals, periodicals and newspaper articles
Sources	<ul style="list-style-type: none">[all categories]articles, eg, newspapers, industry magazines and newsletters, academic journalsgovernment agencies, eg,

Australian Bureau of Statistics, eg, Census data, Household Expenditure Surveys
Australian Sports Commission
Bureau of Tourism Research
Reserve Bank of Australia
Sport and Recreation Ministers' Council

government departments at all levels, eg,
Austrade
Department of Industry, Science and Resources,
Department of Communications, Information Technology and the Arts
State Department's of Sport and Recreation

other economic and social indicators
web sites

Unit Sector(s)

Not applicable.