



Australian Government

Assessment Requirements for SISSPAR005 Develop athlete personal brand

Release: 1

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Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- build an athlete personal brand in a specific sport that involves:
 - promoting the personal brand by participating in one traditional media interview
 - promoting the personal brand by interacting on one social media platform over a period of one week
 - identifying three opportunities to leverage the personal brand.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- organisational policies and procedures relevant to building an athlete's personal brand:
 - protocols for dealing with the media
 - protocols for interacting with social media
 - contractual requirements
 - privacy and confidentiality
- legal and ethical considerations related to social media:
 - cyber security
 - spamming
 - copyright
 - creative commons
 - responsible use
- techniques for interacting with the media:
 - traditional media:
 - interview techniques
 - dealing with difficult questions
 - social media:
 - posting updates
 - responding to comments
 - providing fresh content

- types of personal branding goals and associated brand building strategies:
 - raise profile of athlete
 - raise profile of specific sport
 - raise profile of sponsors
 - rebuild tarnished personal brand
- characteristics of target audiences:
 - demographics
 - traditional and social media use
 - preferred media platforms
 - sport-specific engagement behaviours.

Assessment Conditions

Skills must be demonstrated in:

- a sport-specific environment. This can be a workplace or simulated environment.

Assessment must ensure access to:

- sport-specific industry information
- computer with internet access
- sport-specific contract for an athlete
- organisational policies and procedures related to personal branding.
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- Assessment must ensure use of:
 - social media platforms and tools
 - sample athlete contract
 - media personnel and online athlete supporters.

Assessors must satisfy the Standards for Registered Training Organisations requirements for assessors.

Links

Companion Volume Implementation Guides -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1ca50016-24d2-4161-a044-d3faa200268b>