



Australian Government

SISSPAR005 Develop athlete personal brand

Release: 1

SISSPAR005 Develop athlete personal brand

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to build an athlete's personal brand. It includes managing the personal brand, using social media, cyber security and leveraging the personal brand.

This unit applies to athletes in the Australian sport industry competing in a sport at a local, state or national level.

Those undertaking this unit work with the support of a coach.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Participation

Unit Sector

Sport

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

1. Establish athlete personal brand.
2. Develop athlete personal branding

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1. Research personal brands in sport to maintain knowledge of successful personal branding objectives and strategies.
- 1.2. Interpret athlete contracts to identify personal branding obligations and restrictions.
- 1.3. Reflect on personal and professional goals to define personal brand.
- 2.1. Interpret sport-specific industry information to identify and define personal brand target audiences.

- strategies.
- 2.2. Identify opportunities to maximise personal brand exposure through media activity.
- 2.3. Develop personal branding strategies to promote personal brand to target audiences.
3. Promote athlete personal brand.
- 3.1. Implement personal branding strategies to promote personal brand to target audience.
- 3.2. Participate in media interviews according to organisational policies and procedures.
- 3.3. Develop and implement social media action plans according to organisational policies and procedures.
- 3.4. Monitor implementation of personal branding strategies to identify areas for improvement.
- 3.5. Adjust personal branding strategies to maximise personal brand outcomes.
- 3.6. Identify personal brand risks and take action to minimise personal brand damage.
- 3.7. Identify and act on opportunities to leverage personal brand for professional and personal gain.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Writing skills to:	prepare social media content.
Oral communications skills to:	- convey personal brand information - develop rapport with interviewers and supporters.
Numeracy skills to:	interpret social media tracking metrics.
Problem-solving skills to:	recognise and respond to personal brand risks.
Initiative and enterprise skills to:	recognise and respond to opportunities to build personal brand.
Self-management skills to:	meet role model expectations.
Technology skills to:	use social media.

Unit Mapping Information

No equivalent unit

Links

Companion Volume Implementation Guides -

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

Assessment Requirements for SISSPAR005 Develop athlete personal brand

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

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