



Australian Government

SISXFAM004 Analyse participation patterns

Release: 1

SISXFAM004 Analyse participation patterns

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to analyse an organisation's current participation patterns for sport, fitness, aquatic or recreation programs. It requires the ability to determine the purpose of the analysis, and to collect, analyse and report on relevant participation data. Participation data analysis and reporting can be used for a variety of purposes including program design and scheduling, funding and marketing.

This unit applies to any type of sport, fitness, aquatic or recreation organisation including commercial, not-for-profit, community and government organisations. It applies to senior personnel, including supervisors and managers, who operate independently or with limited guidance from others.

The skills in this unit must be applied in accordance with Commonwealth and State or Territory legislation, Australian standards and industry codes of practice.

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

Pre-requisite Unit

Nil

Competency Field

Finance, Administration and Marketing

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Determine data analysis purpose and key analysis parameters.

PERFORMANCE CRITERIA

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

- 1.1. Determine purpose of analysing organisational data for consumer participation in sport, fitness, aquatic or recreation programs.
- 1.2. Identify organisational program service offerings subject to

- analysis.
- 1.3. Identify consumer market segments for program service offerings subject to analysis.
 2. Source, collect and analyse data.
 - 2.1. Source and collect relevant participation data from credible external sources for comparison with organisational participation patterns.
 - 2.2. Identify and collect available organisational data relevant to analysis purpose, and store according to organisational consumer privacy procedures.
 - 2.3. Filter and assess quality of data and clean data to ensure relevance to analysis.
 - 2.4. Identify participation patterns and trends from quantitative data through statistical analysis.
 - 2.5. Evaluate qualitative information to identify patterns in reasons for participation and general satisfaction with program service offerings.
 - 2.6. Compare organisational participation data to broader community data collected from external sources.
 3. Report on participation levels and patterns.
 - 3.1. Create and distribute reports on participation analysis and evaluation according to organisational format requirements and procedures.
 - 3.2. Note underperforming program service offerings and highlight expansion opportunities.

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
Reading skills to:	interpret unfamiliar and often complex information from diverse sources.
Writing skills to:	- produce cohesive data analysis and evaluation reports using language suitable for purpose and audience - present factual information without ambiguity - summarise and paraphrase diverse customer opinions without altering meaning.
Numeracy skills to:	- interpret numerical data of different complexity and complete routine calculations involving addition, subtraction, multiplication, division and percentages - present numerical data in tables, charts and graphs - interpret fundamental statistical information to draw

conclusions.

Problem-solving skills to: • identify and clean inaccurate, duplicative and irrelevant data.

Unit Mapping Information

Supersedes and is not equivalent to SISXIND004 Analyse participation patterns.

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for SISXFAM004 Analyse participation patterns

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:

- for three different sport, fitness, aquatic or recreation programs:
 - collect, sort, store and analyse qualitative and quantitative participation data
 - produce a participation report for each of the three programs and include information about:
 - participation levels and patterns
 - type of consumer market segments participating in the program
 - consumer satisfaction with the program
 - expansion opportunities.

Knowledge Evidence

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

- consumer data that can be sensitive, and organisational privacy procedures for secure storage
- for the sport, fitness, aquatic or recreation industry and organisation type:
 - reasons for analysing participation patterns and how data can be used for:
 - program initiatives and design
 - scheduling service offerings
 - marketing purposes to expand participation
 - obtaining funding
 - sources of information on contemporary national, local, state or territory participation patterns and trends:
 - Australian Bureau of Statistics (ABS)
 - national, state and territory government authorities
 - industry associations
 - how consumer markets are segmented for the purposes of participation analysis, and typical demographic information used to determine segments:
 - age
 - sex

- skill capability
- physical capacity
- family status
- employment status and income
- key program service offerings
- seasonal variations in different types of programs and how this impacts on participation patterns over the year
- key consumer market segments for different program service offerings, and their program preferences and expectations
- types of organisational data available to measure consumer participation, consumer market segment and satisfaction
- operational features of software programs and analytic tools used to:
 - store and sort data
 - create statistics and charts representing key participation data
- data to be filtered, removed or amended, and reasons for these actions
- meanings and purposes of quantitative and qualitative data and how these are analysed and reported
- format and inclusions of data analysis and evaluation reports for sport, fitness, aquatic and recreation program participation
- techniques used to draw and express conclusions and recommendations.

Assessment Conditions

Assessment must ensure use of:

- computers and software programs for accessing, sorting and evaluating participation data, and producing reports
- data on general community and organisational consumer participation in sport, fitness, aquatic or recreation programs
- organisational privacy procedures for securely storing sensitive consumer data.

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

Links

Companion Volume implementation guides are found in VETNet -

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