



Australian Government

Assessment Requirements for SISXFAM005 Develop and implement participation strategies

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:

- for three different sport, fitness, aquatic or recreation programs, review participation analysis reports and identify underperforming programs and consumer market segments
- for the same program or two different programs, develop a total of two different participation marketing strategies targeted at two different underperforming consumer market segments
- from actual marketing strategies implemented, or according to case studies:
 - evaluate the impact of two strategies on participation levels and patterns
 - modify the marketing strategies according to need.

Knowledge Evidence

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

- for the sport, fitness, aquatic and recreation industry and organisation type:
 - format and inclusions of data analysis and evaluation reports for sport, fitness, aquatic and recreation program participation
 - seasonal variation in different types of programs and how this impacts on participation patterns over the year
 - how consumer markets are segmented for the purposes of participation analysis and marketing strategies, and typical demographic information used to determine segments:
 - age
 - sex
 - skill capability
 - physical capacity
 - family status
 - employment status and income
 - key program service offerings
 - key consumer market segments for different program service offerings, and:
 - their program preferences and expectations

- types of marketing strategies and communication methods suited to their characteristics
- current and emerging technologies used to communicate marketing messages to consumers and the opportunities they present
- components of marketing strategies:
 - objectives
 - target audience
 - key themes and messages
 - marketing activities
 - responsibilities for implementation
 - performance indicators
 - timelines for implementation and duration of specific campaigns
 - budgets.

Assessment Conditions

Skills must be demonstrated in a sport, fitness, aquatic or recreation environment. This can be:

- a workplace, or
- a simulated environment set up for the purposes of skills assessment.

Assessment must ensure use of:

- organisational participation data analysis reports for sport, fitness, aquatic or recreation program service offerings.

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>