



Australian Government

SISXFAM005 Develop and implement participation strategies

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to expand participation in sport, fitness, aquatic or recreation programs. It requires the ability to evaluate organisational participation reports, and respond to underperforming programs and consumer market segments by initiating targeted marketing strategies.

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 program planning and marketing personnel who operate with significant autonomy.

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. Review analysis of participation levels and patterns.

PERFORMANCE CRITERIA

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

- 1.1. Evaluate organisational participation analysis reports for program service offerings.
- 1.2. Determine impact of current participation initiatives through comparative analysis of reporting periods.
- 1.3. Identify underperforming programs and consumer market segments.

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| 2. Implement, evaluate and modify participation strategies. | 1.4. Select priority programs and market segments to be targeted by expansion initiatives.

2.1. Develop participation marketing strategy consistent with direction and objectives of the organisation.
2.2. Establish performance measurements for monitoring impact of marketing strategy.
2.3. Implement strategies that target characteristics and preferences of prioritised market segments.
2.4. Communicate marketing strategies to relevant personnel.
2.5. Evaluate impact of marketing strategy on participation levels and patterns based on performance measures.
2.6. Modify marketing strategy in response to ongoing expansion need and changing participation levels and patterns. |
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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:	evaluate factual and subjective information presented in data analysis reports.
Writing skills to:	produce detailed and cohesive marketing strategies.
Numeracy skills to:	interpret and compare numerical data of different complexity presented in tables, charts and graphs.
Problem-solving skills to:	identify key participation deficits and prioritise marketing initiatives.

Unit Mapping Information

Supersedes and is not equivalent to SISXIND007 Develop and implement participation strategies.

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 SISXFAM005 Develop and implement participation strategies

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

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