



Australian Government

SISXIND004 Analyse participation patterns

Release: 1

SISXIND004 Analyse participation patterns

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to analyse current participation patterns in sport, fitness or recreation activities. The unit requires the ability to review and evaluate market penetration and identify potential directions for future marketing in order to increase participation levels.

This unit applies to personal trainers in the sport, fitness or recreation industry as well as operations managers and program managers planning, implementing and evaluating programs and activities across a range of activity areas.

Work is undertaken independently and according to relevant legislation and organisational policies and procedures.

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

Pre-requisite Unit

Nil

Competency Field

Working in Industry

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Interpret the market.	1.1 Identify market segments for current industry service delivery. 1.2 Identify and analyse participant attributes common to specific market segments for current industry service delivery. 1.3 Access and interpret statistical analysis of market research.

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|---|--|
| 2. Assess participation levels and patterns. | 2.1 Identify major features of current industry service delivery. |
| | 2.2 Identify and assess potential impact of internal and external influences on participation levels and patterns. |
| | 2.3 Evaluate the scope for possible expansion of participation within specific market segments. |
| 3. Report on participation levels and patterns. | 3.1 Present outcomes of analysis to relevant personnel within the required timeframe. |
| | 3.2 Recommend expansion opportunities relevant to organisation. |
| | 3.3 Document outcomes and 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: | <ul style="list-style-type: none">• interpret often complex statistics and research findings. |
| Oral communication skills to: | <ul style="list-style-type: none">• source information from relevant sources:• to evaluate market penetration of specific market segments• about participation levels and patterns in specific market segments. |
| Planning and organising skills to: | <ul style="list-style-type: none">• complete research and analysis activities within required timeframes. |
| Technology skills to: | <ul style="list-style-type: none">• access electronic sources of information |

Unit Mapping Information

SISXIND403A 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 SISXIND004 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:

- review and evaluate market penetration of an organisation in at least three of the following market segments:
 - attitudes and values
 - culture
 - geography
 - lifestyle
 - employment status
 - socio-economic status
- when completing the above, consider:
 - participation patterns and attributes in key market segments of the sport, recreation or fitness industry
 - trends of potential significance to the organisation
 - participant participation levels and patterns and potential impacts of:
 - internal influences
 - external influences
 - communicate observations and interpretations to colleagues and management
- scope at least three potential opportunities, using well-researched information and appropriate resources, to increase participation and make at least three logical recommendations to colleagues and management.

Knowledge Evidence

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

- marketing principles to enable the identification of new and emerging markets and those not currently penetrated, with the aim of increasing participation
- contemporary participation patterns in the sport, fitness and recreation industries and factors that impact on participation levels and patterns to enable market segments to be identified and analysed
- dimensions and characteristics of leisure and its benefits for individuals and the community to enable understanding of client recreation needs

- features of service delivery relevant to organisation:
 - variety and breadth of services
 - locations
 - qualified staff
 - equipment and facilities
- actual or potential impact of internal influences on participation levels and patterns:
 - individual
 - lifestyle
 - social
- actual or potential impact of external influences on participation levels and patterns:
 - leisure characteristics
 - competitive service provision from public sector, commercial sector and not-for-profit sector
 - economic developments
 - environmental trends
 - shifts in demographics, political landscape and geographical landscape
 - technological change
 - codes of practice
- legislation relevant to the sport, fitness and recreation industries and organisational policies and procedures to enable collection and use of market research data
- market research and analysis techniques and information sources
- relevant information to research in market segments:
 - attitudes and values
 - culture
 - geography
 - lifestyle
 - employment status
 - socioeconomic status.

Assessment Conditions

Skills must be demonstrated in:

- a sport, fitness or recreation environment. This can be a workplace or simulated environment.

Assessment must ensure access to:

- sources of information on participation patterns and market segments in the sport and recreation industry:
 - Australian Bureau of Statistics
 - commercial research

- internet
- print media
- surveys
- television
- organisational data
- organisational policies and procedures regarding the use of market research information:
 - access to and collection of market information
 - privacy
 - reporting requirements
 - information protocols
 - security and confidentiality requirements
 - management and accountability channels.

Assessment activities that allow the individual to:

- analyse participation patterns within a sport, fitness or recreation context relevant to current or intended work.

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

Links

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