



Australian Government

Assessment Requirements for SISXIND007 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:

- implement, monitor and review at least three different initiatives that expand participation in the relevant sport, fitness or recreation service
- initiatives should be in response to outcomes of analysis of at least six of the following:
 - participant attributes:
 - age
 - gender
 - occupation
 - education
 - family
 - values, beliefs and ethics
 - routines
 - market segments:
 - attitudes and values
 - culture
 - geography
 - education
 - lifestyle
 - employment status
 - socioeconomic status.

Knowledge Evidence

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

- contemporary participation patterns and trends in the sport, fitness and recreation industry
 - factors that impact on participation levels and patterns
 - dimensions and characteristics of leisure and its benefits for individuals and the community
 - organisational policies and procedures:
 - access to and collection of market information
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- privacy
 - reporting requirements
 - information and communication protocols
 - security and confidentiality requirements
 - management and accountability channels
 - strategies and methods used for sport, fitness and recreation initiatives for:
 - market segments:
 - attitudes and values
 - culture
 - geography
 - education
 - 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 use of:

- organisational data on participation levels and patterns and market segments in the sport, fitness and recreation industry
- an environment or facility with a range of recreation and leisure services
- organisational policies and procedures regarding the use of market research information:
- organisational marketing plans and objectives.

Assessment activities that allow the individual to:

- implement and review initiatives in consultation with appropriate personnel
- implement organisational knowledge of key market segments in the sport, fitness and recreation industry
- review participation analysis and make modifications to initiatives.

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>
