



Australian Government

SISXIND007 Develop and implement participation strategies

Release: 1

SISXIND007 Develop and implement participation strategies

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to apply strategic management skills to expand participation in a sport, fitness or recreation service. It requires the ability to act on recommendations to attract non-participants, by use of information compiled for the development of strategies.

This unit applies to operations managers, program managers or adventure guides, or those working in a sport development role such as program developers in the sport, fitness or recreation industry. Work is performed 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

Elements describe the essential outcomes

1. Review analysis of market trends and participation patterns.

PERFORMANCE CRITERIA

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

- 1.1 Analyse participation levels and patterns for relevant industry service.
- 1.2 Analyse impact of current participation initiatives relevant to specific industry service.
- 1.3 Identify priority market segments to expand participation.
- 1.4 Review recommendations for expansion opportunities in

- consultation with appropriate personnel.
- 1.5 Select recommendations for implementation.
2. Implement participation strategies.
- 2.1 Implement strategies to address issues and needs for prioritised market segments in consultation with providers.
- 2.2 Communicate strategies to potential participants and relevant personnel.
- 2.3 Establish and monitor impact of strategies on participation patterns.
3. Monitor and manage participation trends.
- 3.1 Develop and implement systems and processes to monitor changing participation trends.
- 3.2 Evaluate strategies and modify in response to changing participation patterns and trends.
- 3.3 Document outcomes of strategies.

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 relevant market information - analyse recommendations for expansion.
Numeracy skills to:	interpret measures of changing participation rates and trends.
Problem-solving skills to:	evaluate recommendations for expansion in participation.
Planning and organising skills to:	establish performance criteria to measure increased participation.

Unit Mapping Information

No equivalent unit.

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 SISXIND007 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:

- 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

- 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>