



Australian Government

SISXIND007 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 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>