



Australian Government

Department of Education, Employment and Workplace Relations

SISSGLF513A Manage on course golf retail operations

Release: 2

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Modification History

Not Applicable

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to manage on-course golf operations including pro-golf shops according to the organisation's operational plan and client needs.

Application of the Unit

This unit applies to those intending to pursue a career as a golf coach at an international level whose responsibilities could include managing and supervising on-course golf shop operations.

Licensing/Regulatory Information

No licensing, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Nil

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
1. Identify pro shop's objectives.	1.1. Access the organisation's marketing plan and identify <i>marketing objectives</i>. 1.2. Confirm the objectives and focus of the organisation with <i>relevant personnel</i> where appropriate. 1.3. Determine the current and prospective <i>client base</i> and identify strategies to service the needs these of groups according to <i>relevant legislation</i>. 1.4. Develop <i>marketing or retail strategies</i> in line with the organisation's marketing plan and relevant legislation. 1.5. Identify the scope and type of groups targeted as potential clients and implement strategies to attract them according to the organisation's marketing objectives and relevant legislation.
2. Prepare a marketing strategy.	2.1. Set measurable <i>performance targets</i> for marketing activities in consultation with relevant parties. 2.2. Plan <i>client market research</i> activities and schedule within appropriate timeframes. 2.3. Identify <i>promotional activities</i> according to organisational marketing plan and relevant legislation. 2.4. Manage promotions in order to achieve maximum client impact and develop <i>contingency plans</i> according to <i>organisational policies and procedures</i>. 2.5. Negotiate arrangements with suppliers in regard to special promotional activities. 2.6. Coordinate promotional activities to complement manufacturer's or National Activity Organisation's promotions according to relevant legislation.
3. Manage pro shop's merchandising.	3.1. Select stock according to identified client bases and needs according to organisational policies and

ELEMENT**PERFORMANCE CRITERIA**

- procedures.
- 3.2. Develop layout and presentation to support market position and promote client flow according to organisational marketing plan and National Activity Organisation national policy.
 - 3.3. Develop layout assessment checks and implement in line with suggested format from National Activity Organisation marketing surveys.
 - 3.4. Define and clearly communicate standards for visual presentations and displays to staff.
 - 3.5. Assess client response to space allocations in consultation with appropriate staff.
 - 3.6. Select suitable staff to ensure appropriate information and advice is conveyed to clients according to relevant legislation.
 - 3.7. Train staff in performance and target markets and available stock and services.
4. Manage pro shop's on-course golf operations.
 - 4.1. Identify courses ideal and maximum rounds played per day or per week.
 - 4.2. Check course renovations and maintenance and assess implications for scheduling events and groups.
 - 4.3. Market and make group bookings according to organisational policies and procedures.
 - 4.4. Coordinate group bookings with food and beverage staff according to organisational policies and procedures.
 - 4.5. Conduct effective **housekeeping** according to organisational policies and procedures.
5. Manage **pricing policies**.
 - 5.1. Develop and implement **pricing policies** according to **organisational** marketing plan.
 - 5.2. Maintain and communicate accurate information on pricing trends and changes to relevant staff.
 - 5.3. Monitor and document stock levels according to organisational policies and procedures.
 - 5.4. Repair and replace faulty equipment according to organisational policies and procedures.
6. Monitor and review **merchandising plan**.
 - 6.1. Collect and document valid and reliable **data** on marketing performance in consultation with appropriate personnel.
 - 6.2. Assess data against performance targets of the marketing plan.

ELEMENT**PERFORMANCE CRITERIA**

- 6.3. Disseminate information on marketing performance to ensure future developments incorporate required changes and improvements.
- 6.4. Review own performance and identify potential improvements.

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to:
 - liaise with stakeholders to identify client niches and marketing strategies
 - develop and market promotional activities
 - convey information to pro-golf shop staff about products and services
 - provide feedback on marketing performance
- planning and organising skills to:
 - manage a range of pro-golf shop operations including implementing and managing promotional activities
 - balancing the needs of different user groups
 - coordinate group bookings
- problem-solving skills to:
 - identify marketing objectives
 - develop and implement marketing strategies to achieve identified objectives and targets
- literacy and numeracy skills to:
 - access and analyse organisational marketing plans
 - conduct client market research
 - collect, analyse and document data on marketing performance
- self-management skills to reflect on own performance in achieving effective marketing objectives.

Required knowledge

- visual merchandising principles and techniques including layout and presentation, advertising and promotions and pricing to manage golf retail operations effectively and efficiently
- organisational policies and procedures to conduct operations efficiently and safely
- relevant legislation including consumer law to ensure compliance of golf shop operations
- golf shop's product and service range to enable customer needs to be met
- organisational marketing plan and objectives to enable the development of appropriate marketing strategies
- client demand and market trends to respond effectively to the needs of different client bases
- merchandise performance and features in relation to players ability and limitations to enable the best advice to be provided
- marketing strategies to enable marketing objectives to be achieved.

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- manages on-course golf operations according to organisational marketing objectives and develops and implements strategies to identify target groups and meet performance targets and applies effective contingency management techniques to deal with a range of problems
- collaboratively plans, coordinates, implements and evaluates promotional activities and marketing strategies that balance the needs of all client groups
- evaluates and reflects on own work performance to identify ways in which on-course golf operations can be better managed.

Context of and specific resources for assessment

Assessment must ensure management of all aspects of merchandising and on-course operations to demonstrate competency and consistency of performance in the relevant work environment.

Assessment must also ensure access to:

- a golf facility or green with on course retail operations
- a range of client bases
- organisational merchandising or marketing plan and a work team in a retail environment.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of performance in managing varying aspects of on course golf retail operations
- oral or written questioning to assess knowledge of marketing strategies to achieve the organisation's marketing plan
- third-party reports from stakeholders detailing performance.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Marketing objectives may include:

- marketing strategies
- promotional activities
- performance targets
- target market or market research
- promoting organisational image
- organisation layout and space availability
- seasonal lines.

Relevant personnel may include:

- Board of Management
- Chief Executive Officer
- Secretary manager
- Club committee or sub-committees
- Head professional.

Client base may include:

- current members
- social players
- corporate groups
- regular visitors
- non regular players
- various ages and cultural backgrounds
- organised social groups.

Relevant legislation may include:

- consumer law
- GST
- occupational health and safety
- pricing
- trade practices.

Marketing or retail strategies may include:

- promotions
- discounting.

Performance targets may include:

- level of memberships
- number of rounds per day or month
- level of awareness
- degree of competition
- sales volumes
- client spend per round played.

Client market research may

- formal

- include:
- informal.
- Promotional activities** may include:
- Pro am events
 - corporate days.
- Contingency plans** may include:
- flood
 - breakage
 - unavailable and or discounted stock
 - weather conditions
 - course renovations.
- Organisational policies and procedures** may include:
- promotion of products and services
 - housekeeping
 - occupational health and safety
 - merchandising.
- Housekeeping** may include:
- organisational premises
 - fittings, fixtures or equipment
 - golf courses or greens.
- Pricing policies** may include:
- long term and short term
 - internal and external considerations
 - marking down
 - pricing of newly released stock.
- Data** may include:
- on and off course performance targets
 - level of memberships
 - number of rounds per day or month
 - degree of competition
 - sales volumes
 - client spend per round played.

Unit Sector(s)

Sport

Competency Field

Golf