



Australian Government

Department of Education, Employment and Workplace Relations

SRXINU003A Analyse participation patterns in specific markets of the leisure and recreation industry

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit has been developed for the Community Recreation, Fitness, Outdoor Recreation and Sport Industry Training Packages.

This unit encompasses analysis of current participation patterns to review and evaluate market penetration of existing leisure and recreation services and to provide direction for future marketing to be targeted to specific market segments in order to increase participation levels.

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

Elements and Performance Criteria

Element	Performance Criteria
1 Review and interpret the market for current leisure and recreation service delivery	1.1 Common participant attributes are analysed to identify specific market segments for current leisure and recreation service delivery 1.2 Statistical analysis of market intelligence collected from relevant sources is used to evaluate market penetration of specific market segments
2 Assess the basis for existing levels of interest by participants	2.1 The major features of current leisure and recreation service delivery are identified 2.2 Individual influences, social influences, historical influences and lifestyle influences are assessed and their impact on participation patterns estimated 2.3 Leisure characteristics and external influences are identified and their potential to impact on participation patterns analysed 2.4 The scope for possible expansion of participation within specific market segments is evaluated
3 Report outcomes on participation patterns analysis	3.1 Expansion opportunities are recommended with supporting rationale meeting organisational reporting requirements 3.2 Outcomes are submitted within the required time frame 3.3 Outcomes are recorded in accordance with organisational policies and procedures

Required Skills and Knowledge

Not applicable.

Evidence Guide

Evidence Guide

The Evidence Guide identifies the critical aspects, knowledge and skills to be demonstrated to confirm competence for this unit. This is an integral part of the assessment of competence and should be read in conjunction with the Range Statements

Critical aspects of evidence to be considered

Assessment must confirm integrated demonstration of all elements of competency and their performance criteria, in particular the ability to

- build organisational knowledge by researching and recording information from a wide range of sources on key matters relating to industry and in accordance with organisational policies and procedures
- analyse information for gaps, accuracy and industry significance
- communicate effectively with colleagues, management and external individuals/organisations within the range of situations required for the job role
- analyse comparative importance of the variety of influences on participation patterns for differing market segments
- present a logical rationale for interpretation of measurements and provision of recommendations

Interdependent assessment of units

This unit must be assessed after attainment of competency in the following unit(s)
Nil

This unit must be assessed in conjunction with the following unit(s)
Nil

For the purpose of integrated assessment, this unit may be assessed in conjunction with the following unit(s)
Nil

Required knowledge and skills

Required knowledge

- Understanding of contemporary participation patterns in Australia
- Understanding of factors that affect leisure behaviour and the economic and social

significance of leisure and its impacts for individuals and the community
Conceptual understanding of leisure, dimensions of leisure, characteristics of leisure and constraints in day-to-day work activities
Understanding of State and Federal legislation relevant to the leisure and recreation industry including Occupational Health and Safety, Equal Employment Opportunity and Trade Practices Acts
Understanding of research techniques
Information sources of the leisure industry
Roles and functions of leisure and recreation sectors

Required skills
Questioning/listening techniques to elicit information
Basic research skills to identify and collect relevant information
Interpersonal communication skills to deal with clients and colleagues
Presentation skills to convey information to clients and colleagues
Time management skills to schedule research activities

Resource implications

Physical resources - assessment of this competency requires access to a real or simulated work environment appropriate documentation and resources normally used in the workplace

Human resources - assessment of this unit of competency will require human resources consistent with those outlined in the Assessment Guidelines. That is, assessors (or persons within the assessment team) must be competent in this unit but preferably be competent in the unit at the level above be current in their knowledge and understanding of the industry through provision of evidence of professional activity in the relevant area
have attained the mandatory competency requirements for assessors under the

Australian Quality Training Framework (AQTF) as specified in Standard 7.3 of the **Standards for Registered Training Organisations**

Consistency in performance

Competence in this unit must be assessed over a period of time in order to ensure consistency of performance over the Range Statements and contexts applicable to the work environment

Context for assessment

This unit of competency must be assessed in the context of sport or recreation in Australia. For valid and reliable assessment the sport or recreation activity should closely replicate the work environment. The environment should be safe, with the hazards, circumstances and equipment likely to be encountered in a real workplace. This unit of competency should be assessed through the observation of processes and procedures, oral and/or written questioning on required knowledge and skills and consideration of required attitudes. Where performance is not directly observed and/or is required to be demonstrated over a "period of time" and/or in a "number of locations", any evidence should be authenticated by colleagues, supervisors, clients or other appropriate persons.

KEY COMPETENCIES

Collect, Analyse & Organise Information	Communicate Ideas & Information	Plan & Organise Activities	Work with Others in Teams	Use Mathematical Ideas & Techniques	Solve Problems	Use Technology
2	2	2	1	1	1	1

These levels do not relate to the Australian

Qualifications

Framework

. They relate to the seven areas of generic competency that underpin effective workplace practices.

The three levels of performance (1, 2 and 3) denote the level of competency required to perform the task:

Use routine approaches

Select from routine approaches

Establish new approaches

Collecting, analysing and organising information

n - Collect, analyse and organise key information about the leisure industry from a wide range of sources

Communicate

**ating ideas
and
informatio**

n - Share
knowledge
that is
developed
with clients
and
colleagues

**Planning
and
organising
activities -**

To source
and
research
information
on the
industry
and its
concepts
and trends

**Working
with teams
and others**

- To collect
and analyse
information

**Using
mathemati
cal ideas
and**

techniques

- Statistical
analysis of
market
intelligence
to evaluate
market
penetration
of specific
market
segments

**Solving
problems -**

Information
is analysed

and
strategies
implemente
d to address
gaps or
inaccuracie
s

**Using
technology**

- Using
research
databases,
the Internet
and other
sources to
collate
market
intelligence
Please refer
to the
Assessment
Guidelines
for advice
on how to
use the Key
Competenci
es.

Range Statement

Range Statements

The Range Statements provide advice to interpret the scope and context of this unit of competence, allowing for differences between enterprises and workplaces. The Range Statements relate to the unit as a whole and helps facilitate holistic assessment. In addition, the following Range Statements may be present for this particular unit of competency

RANGE STATEMENT

CATEGORIES

External influences

[all categories]
competitive landscape eg service provision from public sector, commercial sector and not-for-profit sector
economic developments
environmental trends
Government actions, eg, interest rates, legislative changes
industrial trends
shifts in demographics, political landscape, geographical landscape
technological change

Historical influences

[all categories]
ancient civilisations, eg, Greeks, Roman attitudes
changes in economic organisation
development of 'class' system
industrial revolution
organisation of leisure by ruling groups
past experience

Individual influences

[eight categories]
acquired needs
attitudes
beliefs
education
innate needs
learning
past experience
perception
personality
self-image

Leisure characteristics

[all categories]
cultural pursuits/entertainment
home-based leisure activities

	informal, non-specific recreation eg walk dog outdoor recreation physical recreation social recreation tourism and travel
Lifestyle influences	[seven categories] aspirations financial considerations geographical accessibility health interests opportunity cost psychological state transport time
Market segments	[all categories] attitudes and values culture gender geography lifestyle socio-economic factors
Report requirements	[all categories] business and performance plans defined resource parameters hardcopy, eg, bound information protocols organisational policies and guidelines management and accountability channels one-on-one meeting presentation to a group(s) quality assurances and/or procedures manuals security and confidentiality requirements
Social influences	[seven categories] culture family background family decision-maker/s gender national identity ritual socio-economic factors social class

spiritual

Sources

[all categories]
Australian Bureau of Statistics, eg, Census
data
Commercial research
Internet
print media
surveys
television

Unit Sector(s)

Not applicable.