

UNIT CODE	SISXFAM005
UNIT TITLE	Develop and implement participation strategies
APPLICATION	<p>This unit describes the performance outcomes, skills and knowledge required to apply strategic management skills to expand participation in a sport, fitness, aquatic 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.</p> <p>This unit applies to those working in program development roles in the sport, fitness, aquatic or recreation industry. Work is performed according to relevant organisational policies and procedures.</p> <p>It applies to any type of sport, fitness, aquatic or recreation organisation including commercial, not-for-profit, community and government organisations.</p> <p>The skills in this unit must be applied in accordance with Commonwealth and State or Territory legislation, Australian standards and industry codes of practice.</p> <p>No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.</p>
PREREQUISITE UNIT	Nil
COMPETENCY FIELD	Finance, Administration and Marketing
UNIT SECTOR	Cross-Sector

ELEMENTS	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>

1. Review analysis of market trends and participation patterns.	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 Develop marketing strategy that is consistent with direction and objectives of the organisation. 2.2 Implement strategies to identify issues and needs for prioritised market segments in consultation with providers. 2.3 Communicate marketing strategies to potential participants and relevant personnel. 2.4 Establish and monitor impact of marketing strategy 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 marketing strategies and modify in response to changing participation patterns and trends. 3.3 Document outcomes of strategies.

FOUNDATION SKILLS	
<i>Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.</i>	
SKILLS	DESCRIPTION
Reading skills to:	<ul style="list-style-type: none"> ■ interpret relevant market information ■ analyse recommendations for expansion.
Writing skills to:	<ul style="list-style-type: none"> ■ prepare marketing plans and reports.
Numeracy skills to:	<ul style="list-style-type: none"> ■ interpret measures of changing participation rates and trends.
Problem-solving skills to:	<ul style="list-style-type: none"> ■ evaluate recommendations for expansion in participation.
Planning and organising skills to:	<ul style="list-style-type: none"> ■ establish performance criteria to measure increased participation.
UNIT MAPPING INFORMATION	Supersedes and is equivalent to SISXIND007 Develop and implement participation strategies.
LINKS	Companion Volume Implementation Guide

TITLE	Assessment Requirements for SISXFAM005 Develop and implement participation strategies
PERFORMANCE EVIDENCE	<p>Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:</p> <ul style="list-style-type: none"> ■ implement, monitor and review at least three different initiatives that expand participation in the relevant sport, fitness, aquatic or recreation services ■ initiatives should be in response to outcomes of analysis of at least six of the following: <ul style="list-style-type: none"> ○ participant attributes: <ul style="list-style-type: none"> ● age ● gender ● occupation ● education ● family ● values, beliefs and ethics ● routines ○ market segments: <ul style="list-style-type: none"> ● attitudes and values ● culture ● geography ● education ● lifestyle ● employment status ● socioeconomic status.

KNOWLEDGE EVIDENCE	<p>Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:</p> <ul style="list-style-type: none"> ■ 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: <ul style="list-style-type: none"> ○ 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: <ul style="list-style-type: none"> ○ market segments: <ul style="list-style-type: none"> ● attitudes and values ● culture ● geography ● education ● lifestyle ● employment status ● socioeconomic status ■ component of marketing plan: <ul style="list-style-type: none"> ○ priorities ○ target audience ○ responsibilities ○ performance indicators ○ timelines ○ budgets.
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ASSESSMENT CONDITIONS	<p>Skills must be demonstrated in a sport, fitness, aquatic or recreation environment. This can be:</p> <ul style="list-style-type: none"> ■ a workplace, or ■ a simulated environment set up for the purposes of skills assessment. <p>Assessment must ensure use of:</p> <ul style="list-style-type: none"> ■ organisational data on participation levels and patterns and market segments in the sport, fitness, aquatic or 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. <p>Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.</p>
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LINKS	Companion Volume Implementation Guide
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