

<b>UNIT CODE</b>	<b>SISXFAM005</b>
<b>UNIT TITLE</b>	<b>Develop and implement participation strategies</b>
<b>APPLICATION</b>	<p>This unit describes the performance outcomes, skills and knowledge required to expand participation in sport, fitness, aquatic or recreation programs. It requires the ability to evaluate organisational participation reports, and respond to underperforming programs and consumer market segments by initiating targeted marketing strategies.</p> <p>This unit applies to any type of sport, fitness, aquatic or recreation organisation including commercial, not-for-profit, community and government organisations. It applies to senior program planning and marketing personnel who operate with significant autonomy.</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>
<b>PREREQUISITE UNIT</b>	Nil
<b>COMPETENCY FIELD</b>	Finance, Administration and Marketing
<b>UNIT SECTOR</b>	Cross-Sector

<b>ELEMENTS</b>	<b>PERFORMANCE CRITERIA</b>
<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 participation levels and patterns.	1.1 Evaluate organisational participation analysis reports for program service offerings. 1.2 Determine impact of current participation initiatives through comparative analysis of reporting periods. 1.3 Identify underperforming programs and consumer market segments. 1.4 Select priority programs and market segments to be targeted by expansion initiatives.

2. Implement, evaluate and modify participation strategies.	<p>2.1 Develop participation marketing strategy that is consistent with direction and objectives of the organisation.</p> <p>2.2 Establish performance measurements for monitoring impact of marketing strategy.</p> <p>2.3 Implement strategies that target characteristics and preferences of prioritised market segments.</p> <p>2.4 Communicate marketing strategies to relevant personnel.</p> <p>2.5 Evaluate impact of marketing strategy on participation levels and patterns based on performance measures.</p> <p>2.6 Modify marketing strategy in response to ongoing expansion need and changing participation levels and patterns.</p>
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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"> <li>■ evaluate factual and subjective information presented in data analysis reports.</li> </ul>
Writing skills to:	<ul style="list-style-type: none"> <li>■ produced detailed and cohesive marketing strategies.</li> </ul>
Numeracy skills to:	<ul style="list-style-type: none"> <li>■ interpret and compare numerical data of different complexity presented in tables, charts and graphs.</li> </ul>
Problem-solving skills to:	<ul style="list-style-type: none"> <li>■ identify key participation deficits and prioritise marketing initiatives.</li> </ul>
<b>UNIT MAPPING INFORMATION</b>	Supersedes and is not equivalent to SISXIND007 Develop and implement participation strategies.
<b>LINKS</b>	Companion Volume Implementation Guide

<b>TITLE</b>	<b>Assessment Requirements for SISXFAM005 Develop and implement participation strategies</b>
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<b>PERFORMANCE EVIDENCE</b>	<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"> <li>■ for three different sport, fitness, aquatic or recreation programs review participation analysis reports and identify underperforming programs and consumer market segments</li> <li>■ develop a total of two different participation marketing strategies targeted at two different underperforming consumer market segments, for the same program or two different programs</li> <li>■ from actual marketing strategies implemented, or according to case studies: <ul style="list-style-type: none"> <li>○ evaluate the impact of two strategies on participation levels and patterns</li> <li>○ modify the marketing strategies according to need.</li> </ul> </li> </ul>
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<b>KNOWLEDGE EVIDENCE</b>	<p>Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:</p> <ul style="list-style-type: none"> <li>■ for the sport, fitness, aquatic and recreation industry and organisation type: <ul style="list-style-type: none"> <li>○ format and inclusions of data analysis and evaluation reports for sport, fitness and recreation program participation</li> <li>○ seasonal variations in different types of programs and how this impacts on participation patterns over the year</li> <li>○ how consumer markets are segmented for the purposes of participation analysis and marketing strategies, and typical demographic information used to determine segments: <ul style="list-style-type: none"> <li>● age</li> <li>● sex</li> <li>● skill capability</li> <li>● physical capacity</li> <li>● family status</li> <li>● employment status and income</li> </ul> </li> <li>○ key program service offerings</li> <li>○ key consumer market segments for different program service offerings, and: <ul style="list-style-type: none"> <li>● their program preferences and expectations</li> <li>● different types of marketing strategies and communication methods suited to their characteristics</li> </ul> </li> </ul> </li> <li>■ current and emerging technologies used to communicate marketing messages to consumers and the opportunities they present</li> <li>■ components of marketing strategies: <ul style="list-style-type: none"> <li>○ objectives</li> <li>○ target audience</li> <li>○ key themes and messages</li> <li>○ marketing activities</li> <li>○ responsibilities for implementation</li> <li>○ performance indicators</li> <li>○ timelines for implementation and duration of specific campaigns</li> <li>○ budgets.</li> </ul> </li> </ul>
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<b>ASSESSMENT CONDITIONS</b>	<p>Skills must be demonstrated in a sport, fitness, aquatic or recreation environment. This can be:</p> <ul style="list-style-type: none"><li>■ a workplace, or</li><li>■ a simulated environment set up for the purposes of skills assessment.</li></ul> <p>Assessment must ensure use of:</p> <ul style="list-style-type: none"><li>■ organisational participation data analysis reports for sport, fitness, aquatic or recreation program service offerings.</li></ul> <p>Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.</p>
<b>LINKS</b>	Companion Volume Implementation Guide