



Australian Government

Department of Education, Employment and Workplace Relations

SISXIND507A Manage education initiatives

Release: 1

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Modification History

Not Applicable

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to apply strategic management skills to expand participation in a sport, recreation or fitness service by using information compiled about the market for current sport and recreation service delivery, and to develop educational strategies to act on recommendations to attract non-participants.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
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Application of the Unit

Application of the unit	<p>This unit applies to those working in management or leadership roles in the sport, recreation or fitness industry, with responsibility for planning, implementing and evaluating sport and recreation programs and activities across a range of activity areas, such as outdoor recreation and sport. This could include operations managers, program managers or adventure guides, or those working in a sports development role, such as program developers.</p>
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Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Prerequisite units		

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

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.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Review analysis of market trends and participation patterns.	1.1. Access <i>analysis outcomes</i> on participation levels and patterns for the relevant <i>sport and recreation service</i> . 1.2. Identify priority <i>market segments</i> to expand participation in the relevant sport and recreation service. 1.3. Review recommendations for expansion opportunities in consultation with appropriate personnel. 1.4. Select recommendations for implementation according to <i>organisational policies and procedures</i> .
2. Review current education strategies to expand participation.	2.1. Identify appropriate sport and recreation education providers. 2.2. Analyse the impact of current leisure education initiatives relevant to the specific sport and recreation service in consultation with education providers. 2.3. Evaluate strategies and methods used for leisure education and identify areas that need to be modified according to identified characteristics of market segments. 2.4. Record outcomes of review according to organisational policies and procedures.
3. Implement education strategies to expand participation.	3.1. Implement strategies to address issues and needs for prioritised market segments in consultation with education providers. 3.2. Communicate strategies to potential participants and relevant personnel. 3.3. Establish and monitor performance criteria for measuring impact of education strategies on participation patterns. 3.4. Establish networks with education providers to leverage <i>education opportunities</i> .
4. Monitor and manage participation trends.	4.1. Develop and implement systems and processes to monitor changing participation trends according to organisational policies and procedures. 4.2. Evaluate education strategies and modify in response to changing participation patterns and trends. 4.3. Document outcomes of education strategies according to organisational policies and procedures.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- language and literacy skills to:
 - interpret relevant market information
 - analyse recommendations for expansion
 - establish performance criteria to measure increased participation
 - document review outcomes
- communication skills to:
 - discuss and respond to appropriate recommendations to expand participation
 - convey information about education strategies
 - liaise with appropriate personnel to establish networks with education providers
- problem-solving skills to:
 - evaluate recommendations for expansion in participation
 - review current education strategies
 - implement and monitor initiatives to expand participation in the relevant sport and recreation service
- numeracy skills to measure changing participation rates and trends.

Required knowledge

- contemporary participation patterns and trends in the sport and recreation industry and factors that impact on participation levels and patterns to enable market segments to be identified and analysed
- dimensions and characteristics of leisure and its benefits for individuals and the community to enable understanding of client recreation and leisure needs
- organisational policies and procedures to enable the appropriate collection and use of market research information
- strategies and methods used for sport and recreation education for various market segments and characteristics to enable an increase in participation in sport and recreation services
- key education providers in sport and recreation.

Evidence Guide

EVIDENCE GUIDE	
<p>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.</p>	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	<p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> • uses organisational knowledge of key market segments and trends to implement, monitor and review education initiatives that expand participation in the relevant sport and recreation service • analyses comparative importance of the variety of influences on participation levels and patterns for differing market segments and uses observations and interpretations to respond to recommendations to expand participation • liaises with education providers to evaluate current initiatives and modifies these where appropriate.
Context of and specific resources for assessment	<p>Assessment must ensure development, implementation and review of educational initiatives that reflect local requirements and are of sufficient breadth to demonstrate competency and consistency of performance.</p> <p>Assessment must also ensure access to:</p> <ul style="list-style-type: none"> • organisational data on participation levels and patterns and market segments in the sport and 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.
Method of assessment	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> • observation of implementing and reviewing education initiatives in consultation with appropriate personnel • oral and or written questioning to assess knowledge of key market segments in the sport and recreation industry

EVIDENCE GUIDE	
	<ul style="list-style-type: none"> • portfolio containing evidence of review outcomes and modifications made to education initiatives • third-party reports from a supervisor detailing work performance. <p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:</p> <ul style="list-style-type: none"> • SISXIND406A Manage projects
Guidance information for assessment	

Range Statement

RANGE STATEMENT	
<p>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.</p>	
<i>Analysis outcomes</i> may include:	<ul style="list-style-type: none"> • participant attributes, including: <ul style="list-style-type: none"> • age • occupation and education • culture • family • values, beliefs and ethics • routines.
<i>Sport and recreation service</i> may include:	<ul style="list-style-type: none"> • cultural pursuits • entertainment • informal, non-specific recreation • outdoor recreation • physical recreation • social recreation • tourism and travel.
<i>Market segments</i> may include:	<ul style="list-style-type: none"> • attitudes and values • culture

RANGE STATEMENT	
	<ul style="list-style-type: none"> • geography • education • lifestyle • employment status • socioeconomic factors.
<i>Organisational policies and procedures</i> may include:	<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.
<i>Education opportunities</i> may include:	<ul style="list-style-type: none"> • education programs delivered by organisation • education programs delivered external to the organisation • partnership arrangements to deliver education programs.

Unit Sector(s)

Unit sector	Cross-Sector
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Co-requisite units

Co-requisite units		

Competency field

Competency field	
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