



Australian Government

SISXIND507A Manage education initiatives

Release: 3

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Modification History

The release details of this endorsed unit of competency set are in the table below. The latest information is at the top.

Release	Comments
3	Reduction of repetition. No changes to competency outcome.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to apply strategic management skills to expand participation in a sport, fitness and recreation service by using information compiled about the market for current service delivery, and to develop educational strategies to act on recommendations to attract non-participants.

Application of the Unit

This unit applies to those working in management or leadership roles in the sport, fitness and recreation industry, with responsibility for planning, implementing and evaluating programs and activities across a range of areas. This could include operations managers, program managers, centre managers or adventure guides, or those working in a sports development role or personal training or fitness business.

Licensing/Regulatory Information

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

Pre-Requisites

Not applicable.

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. 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, fitness and recreation service</i> . 1.2. Identify priority <i>market segments</i> to expand participation. 1.3. Review recommendations for expansion opportunities in consultation with appropriate personnel. 1.4. Select recommendations for implementation.
2. Review current education strategies to expand participation.	2.1. Identify appropriate sport, fitness and recreation education providers. 2.2. Analyse the impact of current education initiatives relevant to the specific sport, fitness and recreation service in consultation with education providers. 2.3. Evaluate strategies and methods used for education and identify areas that need to be modified according to identified characteristics of market segments. 2.4. Record outcomes of review.
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. 4.2. Evaluate education strategies and modify in response

ELEMENT	PERFORMANCE CRITERIA
	to changing participation patterns and trends. 4.3.Document outcomes of education strategies.

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, fitness 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 sport, fitness and recreation and its benefits for individuals and the community to enable understanding of client needs
- organisational policies and procedures to enable the appropriate collection and use of market research information
- strategies and methods used for sport, fitness 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, fitness and recreation.

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 ability to:

- use organisation knowledge of key market segments and trends to implement, monitor and review education initiatives that expand participation in the relevant sport, fitness and recreation service according to organisation policies and procedures
- analyse comparative importance of the variety of influences on participation levels and patterns for differing market segments and use observations and interpretations to respond to recommendations to expand participation
- liaise with education providers to evaluate current initiatives and modify these where appropriate.

Context of and specific resources for assessment

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.

Assessment must also ensure access to:

- organisational data on participation levels and patterns and market segments in the sport, fitness and recreation industry
- an environment or facility with sport, fitness and recreation services
- organisational policies and procedures regarding the use of market research information
- organisational marketing plans and objectives.

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 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, fitness and

recreation industry

- portfolio containing evidence of review outcomes and modifications made to education initiatives
- third-party reports from a supervisor detailing work performance.

Guidance information for assessment

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

- SISXIND406A Manage projects.

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>	
<p><i>Analysis outcomes</i> may include:</p>	<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.
<p><i>Sport and recreation service</i> may include:</p>	<ul style="list-style-type: none"> • cultural pursuits • entertainment • informal, non-specific recreation • outdoor recreation • physical recreation • social recreation • sporting competitions • fitness activities • tourism and travel.
<p><i>Market segments</i> may include:</p>	<ul style="list-style-type: none"> • attitudes and values • culture • geography • education • lifestyle • employment status • socioeconomic factors.
<p><i>Education opportunities</i> may include:</p>	<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)

Cross-Sector.

Competency Field

Working in Industry.