

Title	Manage and respond to customer engagement for a facility		
Level	6	Credits	12

Purpose	People credited with this unit standard are able to: profile a facility's community; engage with a facility's community, customers, and stakeholders to identify opportunities to improve the facility's programmes and services for community benefit; and adapt a facility's operation and service delivery in response to community and stakeholder engagement.
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Classification	Recreation and Sport > Recreation and Sport - Management
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Available grade	Achieved
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Guidance Information

- 1 All learning and assessment within this unit standard must be carried out in accordance with the following, as relevant to their role:
 - relevant legislation including Health and Safety at Work Act 2015, Sport and Recreation New Zealand Act 2002, Resource Management Act 1991, Building Act 2014, Privacy Act 1993, and Human Rights Act 1993, Hazardous Substances and New Organisms Act 1996, and any subsequent amendments;
 - district plans, regional plans, Local Government bylaws;
 - industry codes, standards, and good practice guidelines including Facility Management Manual, 2015, New Zealand Recreation Association (NZRA) available via <https://www.nzrecreation.org.nz/Site/community/guidelines/facilities.aspx>;
 - organisational policies and procedures including Emergency Action Plans (EAPs), Standard Operating Procedures (SOPs), and the use of personal protective equipment (PPE).

- 2 For assessment purposes:
 - The candidate must be assessed while undertaking a facility management role.
 - Evidence must be gathered over a period of time that enables reflection, evaluation and ongoing development within the role.

- 3 Definitions

Facility refers to a workplace where the candidate is working, or the workplace in which their training placement is occurring, and may include but is not limited to – a sport, recreation, exercise, event, or outdoor facility.

Stakeholders refer to those such as local authority, education providers, health groups, cultural groups, churches, sponsors, local businesses, funders and other groups or organisations.

Outcomes and performance criteria

Outcome 1

Profile a facility's community.

Performance criteria

1.1 Plan the scope of the profile based on the type of information that will be useful to inform planning and development of the facility's and its services and programmes.

Range may include but is not limited to – distance thresholds; demographic profile of the community; lifestyles and values; participation in recreation, sport and leisure.

1.2 Gather data from community profiling data sources in line with the identified scope.

Range data sources may include but are not limited to – Census New Zealand; Ministry of Business, Innovation and Employment Workplace Information; community housing data; Social Deprivation Index; District Health Board; Sport NZ; Local Government New Zealand; NZ Quality of Life Project.

1.3 Analyse the gathered data to identify the sub-groups which make up the community.

Range sub-groups include but are not limited to those relating to – age, gender, ethnicity, access to resources.

1.4 Identify and analyse trends in recreation, sport and leisure that influence the identified sub-groups.

Range includes but is not limited to influence on – values, reasons for participation.

Outcome 2

Engage with a facility's community, customers, and stakeholders to identify opportunities to improve the facility's programmes and services for community benefit.

Performance criteria

2.1 Analyse the facility's timetable, programmes, and delivery to identify gaps that could be used by or targeted to identified sub-groups within the community.

2.2 Undertake a stocktake of services and programmes in the local area to analyse the viability of opportunities to improve the facility's programmes and services.

2.3 Engage with the community and the identified sub-groups to build positive relationships and seek feedback about opportunities to improve the facility's programmes and services.

Range feedback methods may include – formal, semi-formal.

2.4 Engage with facility stakeholders to build positive relationships and seek feedback about the facility's future direction and opportunities to improve the facility's programmes and services.

2.5 Review and evaluate community and stakeholder engagement in terms of meeting objectives and areas for improvement.

Outcome 3

Adapt a facility's operation and service delivery in response to community and stakeholder engagement.

Performance criteria

3.1 Adapt the facility's operation and service delivery in response to research and engagement, strategic directions, or trends relevant to the identified sub-groups within the community.

Planned review date	31 December 2023
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	26 April 2018	N/A

Consent and Moderation Requirements (CMR) reference	0099
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact Skills Active Aotearoa Limited info@skillsactive.org.nz if you wish to suggest changes to the content of this unit standard.