

<b>Title</b>	<b>Analyse intended participants and recommend engagement strategies for a sport and/or recreation programme or event</b>		
<b>Level</b>	<b>4</b>	<b>Credits</b>	<b>5</b>

<b>Purpose</b>	<p>This unit standard is intended for people working in a recreation role.</p> <p>People credited with this unit standard are able to: analyse intended participants and recommend engagement strategies for a sport and/or recreation programme or event.</p>
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<b>Classification</b>	Recreation and Sport > Recreation and Sport - Programmes and Events
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<b>Available grade</b>	Achieved
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## Guidance Information

- 1 All learning and assessment against this standard must be carried out in accordance with the following:
  - Relevant legislation including Health and Safety at Work Act 2015, Privacy Act 1993, Human Rights Act 1993, Vulnerable Children Act 2014, Accident Compensation Act 2001, and any subsequent amendments;
  - Industry codes and good practice guidelines including: *Aquatic Facility Guidelines 2015*, available from New Zealand Recreation Association (NZRA) website <https://www.nzrecreation.org.nz>;
  - Organisational policies and procedures including Emergency Action Plans (EAPs), Standard Operating Procedures (SOPs) or Normal Operating Procedures (NOPs).
  - current industry good practice.
  
- 2 Definitions
 

*Engagement* means interaction and communication.

*Strategies* means methods and techniques used to effectively communicate with participants to encourage engagement, participation and understanding during activities, events or programmes.
  
- 3 Range
 

Evidence for this standard must be for programmes and/or events that meet the following expectations. This is to ensure that there is sufficient depth and complexity to demonstrate the outcomes required within this standard.

*Events* must be:

  - minimum 50 participants of at least one day long, or two shorter events with 50 participants (combined);
  - minimum lead-in time of three weeks.

*Programme* is a regular ongoing series of sessions with a minimum of eight participants. Evidence for at least two programmes or two smaller initiatives is required.

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## Outcomes and performance criteria

### Outcome 1

Analyse intended participants and recommend engagement strategies for a sport and/or recreation programme or event.

### Performance criteria

- 1.1 Analyse groups of intended participants for a programme or event in terms of common characteristics and motivation for participation.
- 1.2 Identify and analyse potential barriers to participation for a programme or event.
- Range barriers may include but are not limited to – affordability, cultural responsiveness, accessibility, transport, timing, location.
- 1.3 Recommend strategies to increase participation in a programme or event in accordance with organisational requirements.

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<b>Planned review date</b>	31 December 2024
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### Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	22 August 2019	N/A

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

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### Comments on this unit standard

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