



Australian Government

Assessment Requirements for CHCCOM003 Develop workplace communication strategies

Release: 2

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Modification History

Release	Comments
Release 2	This version was released in <i>CHC Community Services Training Package release 3.0</i> . Amended modification history and mapping. Equivalent outcome.
Release 1	This version was released in <i>CHC Community Services Training Package release 2.0</i> and meets the requirements of the 2012 Standards for Training Packages. New Unit. Also refer to CHCCOM004.

Performance Evidence

The candidate must show evidence of the ability to complete tasks outlined in elements and performance criteria of this unit, manage tasks and manage contingencies in the context of the job role. There must be demonstrated evidence that the candidate has:

- developed and presented 1 new communication strategy and associated protocols for a business unit or team
- developed and implemented 1 strategy for using digital media to provide information and promote organisation to clients

Knowledge Evidence

The candidate must be able to demonstrate essential knowledge required to effectively complete tasks outlined in elements and performance criteria of this unit, manage the task and manage contingencies in the context of the work role. This includes knowledge of:

- political, economic, social and technological factors
- competitors
- stakeholders
- organisational business and strategic plans
- SWOT analysis (strengths, weaknesses, opportunities and threats)
- legal and ethical considerations relating to communication:
 - privacy, confidentiality and disclosure
 - discrimination

- duty of care
- mandatory reporting
- informed consent
- organisation communication channels, including:
 - special communication needs of personnel
 - organisation processes and hierarchy
 - official communication channels
 - existing organisation protocols and etiquette for communication
 - possible communication barriers, restraints, difficulties
- a range of different communication strategies and plans including crisis communication plans
- financial implications including budgeting and return on investment
- mentoring and coaching principles and practices
- traditional media
- digital media including types, etiquette and marketing
- evaluation processes

Assessment Conditions

Skills must have been demonstrated in the workplace or in a simulated environment that reflects workplace conditions. The following conditions must be met for this unit:

- use of suitable facilities, equipment and resources, including use of real workplace policies and procedures
- modelling typical workplace conditions, including:
 - interactions with clients and co-workers from a range of diverse backgrounds
 - presentations to groups of at least 3 people
 - typical workplace reporting processes
 - use of presentation media

Assessors must satisfy the Standards for Registered Training Organisations (RTOs) 2015/AQTF mandatory competency requirements for assessors.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=5e0c25cc-3d9d-4b43-80d3-bd22cc4fle53>