



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **CHCCD515A Communicate effectively within a community development context**

**Release: 1**

## **CHCCD515A Communicate effectively within a community development context**

### **Modification History**

Not Applicable

### **Unit Descriptor**

#### **Descriptor**

This unit describes the knowledge and skills required to apply higher level communication skills that underpin effective operations within the community development environment

### **Application of the Unit**

#### **Application**

The high level communication skills described in this unit may be applied across a range of workplace contexts involving skill development, application and evaluation of communication strategies to effectively address identified issues and represent the organisation

### **Licensing/Regulatory Information**

Not Applicable

### **Pre-Requisites**

Not Applicable

## Employability Skills Information

### Employability Skills

This unit contains Employability Skills

## Elements and Performance Criteria Pre-Content

Elements define the essential outcomes of a unit of competency.

The Performance Criteria specify the level of performance required to demonstrate achievement of the Element. Terms in italics are elaborated in the Range Statement.

## Elements and Performance Criteria

### ELEMENT

1. Contribute to the development of effective communication strategies

### PERFORMANCE CRITERIA

- 1.1 Develop, promote, implement and review strategies for internal and external dissemination of information as required to maximise effectiveness of community development programs projects and activities
- 1.2 Gather and distribute information in respectful ways which value the integrity and ownership of the information
- 1.3 In developing and implementing strategies, address special communication needs to avoid discrimination in the workplace
- 1.4 Establish channels of communication and review regularly
- 1.5 Use negotiation and conflict resolution strategies where required to promote effective operation of the organisation
- 1.6 Negotiate issues with key stakeholders, community members and staff to facilitate mutually acceptable outcomes
- 1.7 Maintain relevant work-related networks and relationships to meet objectives
- 1.8 Ensure all communication with community members and colleagues is appropriate

**ELEMENT****PERFORMANCE CRITERIA**

2. Represent the organisation to a range of groups
  - 2.1 Present relevant, appropriately researched material in internal and external forums, in an appropriate manner
  - 2.2 Ensure presentations are clear and sequential and delivered within a predetermined time, and utilise appropriate media to enhance the presentation and address audience needs
  - 2.3 Respond to questions from the audience in a manner consistent with organisation standards
  - 2.4 Respect and consider differences in views in a way that values and encourages contributions of others
  
3. Facilitate group discussions
  - 3.1 Define and implement mechanisms that enhance effective group interactions
  - 3.2 Routinely use strategies that encourage all group members to participate, including seeking and acknowledging contributions from all members
  - 3.3 Foster leadership within the group
  - 3.4 Support defining and recording of group member roles and responsibilities
  - 3.5 Routinely set and follow objectives and agendas for meetings and discussions
  - 3.6 Provide relevant information to groups as appropriate to facilitate outcomes
  - 3.7 Summarise, affirm and review agreements for action established within the group
  - 3.8 Evaluate group communication strategies to promote ongoing participation of all parties
  - 3.9 Identify and address the specific communication needs of individuals
  - 3.10 Address conflicts between organisation's purpose and group aims

**ELEMENT****PERFORMANCE CRITERIA**

- |                                                                           |                                                                                                                                                       |
|---------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4. Support group participants to produce <i>quality written materials</i> | 4.1 Ensure writing is succinct and clear and presented in a logical and sequential way to match audience needs and the purpose of the document        |
|                                                                           | 4.2 Ensure all <i>written documentation</i> produced addresses organisation guidelines and current accepted standards of writing in line with purpose |
|                                                                           | 4.3 Prepare and provide appropriate and timely advice to management and group members as required                                                     |
|                                                                           | 4.4 Support group members to develop written skills                                                                                                   |

**ELEMENT****PERFORMANCE CRITERIA**

- |                                                   |                                                                     |
|---------------------------------------------------|---------------------------------------------------------------------|
| 5. Support group participants to engage the media | 5.1 Determine the appropriate media medium to meet group objectives |
|                                                   | 5.2 Develop an <i>action plan</i> for engagement with the media     |
|                                                   | 5.3 Develop cooperative arrangements with media contacts            |
|                                                   | 5.4 Provide <i>relevant and succinct information</i> to the media   |
|                                                   | 5.5 Support the group to participate in impromptu media interviews  |
|                                                   | 5.6 Evaluate success or otherwise of outcomes of media campaign     |

## Required Skills and Knowledge

### REQUIRED SKILLS AND KNOWLEDGE

This describes the essential skills and knowledge and their level required for this unit.

#### *Essential knowledge:*

The candidate must be able to demonstrate essential knowledge required to effectively do the task outlined in elements and performance criteria of this unit, manage the task and manage contingencies in the context of the identified work role

These include knowledge of:

- Different communication styles and techniques
- Effective interpersonal, written and oral communication
- Group processes
- Mechanisms for group support
- Research techniques including social research

#### *Essential skills:*

It is critical that the candidate demonstrate the ability to:

- Establish and maintain an appropriate networks
- Incorporate the requirements of specific groups
- Support and empower groups

## REQUIRED SKILLS AND KNOWLEDGE

In addition, the candidate must be able to effectively do the task outlined in elements and performance criteria of this unit, manage the task and manage contingencies in the context of the identified work role

These include the ability to:

- Assess cultural communication protocol
- Ability to write a range of written documents
- Demonstrate application of skills in:
  - effective workplace writing
  - effective presentation techniques
  - effective communication techniques
  - effective group management processes
  - conflict resolution and negotiation
- Utilise relevant information technology effectively in line with occupational health and safety (OHS) guidelines

## Evidence Guide

### EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the Performance Criteria, Required Skills and Knowledge, the Range Statement and the Assessment Guidelines for this Training Package.

*Critical aspects for assessment and evidence required to demonstrate this unit of competency:*

- The individual being assessed must provide evidence of specified essential knowledge as well as skills
- This unit will be most appropriately assessed in the workplace or in a simulated workplace and under the normal range of workplace conditions
- Assessment is recommended to be conducted over more than one occasion and include communications with individuals and groups

## EVIDENCE GUIDE

- Access and equity considerations:*
- All workers in community services should be aware of access, equity and human rights issues in relation to their own area of work
  - All workers should develop their ability to work in a culturally diverse environment
  - In recognition of particular issues facing Aboriginal and Torres Strait Islander communities, workers should be aware of cultural, historical and current issues impacting on Aboriginal and Torres Strait Islander people
  - Assessors and trainers must take into account relevant access and equity issues, in particular relating to factors impacting on Aboriginal and/or Torres Strait Islander clients and communities
- Context of and specific resources for assessment:*
- This unit can be assessed independently, however holistic assessment practice with other community services units of competency is encouraged
  - Resources required for assessment include access to relevant workplace or simulated realistic workplace setting where assessment may take place
- Method of assessment:*
- Assessment may include observations, questioning or evidence gathered from the workplace, including testimonials from clients and colleagues etc

## Range Statement

### RANGE STATEMENT

The Range Statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Add any 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.



## RANGE STATEMENT

*Oral, written and non-verbal communication in the organisation can occur with:*

- Community members and stakeholders
- Representatives of organisations
- Members of the public
- Managers and staff in own and other organisations
- Private organisations and consultants
- Academic institutions, public sector and community organisations
- Colleagues in different locations e.g. regional/central offices
- Elected representatives (politicians)

*Oral communication can take the form of:*

- Seeking and conveying information including media interviews
- Consulting and advising
- Formal and informal presentations to different audiences
- Leading discussions and briefings
- Negotiating
- Chairing and participating in meetings
- Conflict resolution
- Coaching
- Advocacy
- Skills development

*Written documentation may include:*

- Minutes of meetings
- Recordings of actions or group outcomes
- Press releases
- Pamphlets and leaflets
- Education and promotional materials
- Organisation templates
- Submissions for funding
- Routine and complex reports
- Proposals, project plans and spreadsheets
- General internal and external correspondence
- Speeches, journal articles and marketing materials
- Instructions, procedures and policies
- Memorandums of understanding

**RANGE STATEMENT**

*Action plans may include:*

- Aims and objectives of media campaign
- Checklist of key points to be covered
- Individual actions and responsibilities
- Mechanism for evaluating success of campaign

*Relevant and succinct information may include:*

- Press releases
- Support materials
- Information on key issues
- Preparation materials for media interviews

**Unit Sector(s)**

Not Applicable