



Australian Government

Department of Education, Employment and Workplace Relations

CHCES411A Collect, analyse and apply labour market information

Release: 1

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Modification History

Not Applicable

Unit Descriptor

Descriptor

This unit describes the knowledge and skills required to collect, analyse and apply labour market information as a means to improve delivery of employment services

Application of the Unit

Application

This unit applies to work in an employment services context

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. Collect *labour market* information

2. Analyse labour market information

PERFORMANCE CRITERIA

1.1 Define type of *labour market information* to be collected

1.2 Identify and access a range of suitable *information sources*

1.3 Use a range of *appropriate methods* to collect labour market information

1.4 Define characteristics of labour markets

1.5 Identify *current and emerging characteristics* of specific labour markets

2.1 Analyse labour market information to identify effects upon current and future operations

2.2 Report and discuss results of analysis with the work group

ELEMENT

3. Improve the delivery of employment services by using labour market information

PERFORMANCE CRITERIA

- 3.1 Assess service delivery plans, processes and practices in terms of their alignment with current and emerging labour market conditions
- 3.2 Improve work practices to reflect current and emerging characteristics of the labour market

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:

- The composition and working of labour markets
- Understanding of current labour market characteristics and issues
- Unemployment figures for local area
- Current and projected skills shortages
- Occupations within key employing industries in local area

Essential skills:

It is critical that the candidate demonstrate the ability to:

- Use an appropriate range of labour market data sources to collect information, including Labour Market Portal
- Analyse labour market information to determine relevance to current and future delivery of services
- Apply knowledge of labour market information to planning and improvement of service delivery

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:

- Apply literacy and numeracy skills to read and understand a variety of texts and statistics; prepare labour market information in a report format and to enter the information into organisation's information systems
- Apply planning skills to organise information and plan and review work activities
- Apply problem solving skills to deal with ambiguous information

REQUIRED SKILLS AND KNOWLEDGE

- Apply oral and written communication skills to provide and elicit advice and information effectively
- Apply technology skills to use business equipment and software including use of internet and intranet for research

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
- Evidence must include observation of performance in the work environment or in a simulated work setting, such as the DEWR Learning Centre

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

EVIDENCE GUIDE

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
- This unit is related to
 - CHCES403B Develop and monitor employment plans
 - CHCES406B Provide job search support
 - CHCCAR501B Conduct career guidance interview
- Resource requirements for assessment include access to:
 - a relevant workplace or an appropriately simulated environment where assessment may take place
 - equipment and resources normally used in the workplace

Method of assessment may include:

- Observations
- Questioning
- Case studies
- Skills tasks or projects
- Written assignments
- Evidence gathered from the workplace environment
- Third party reports
- Demonstration over a period of time to ensure consistency of performance

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.

Labour market may be defined by, but is not limited to:

- Geographic location
- Client demographics
- Industry and industry sectors
- Seasonal factors
- Agricultural crops

Labour market information includes, but is not limited to:

- Information regarding industries and industry sectors (e.g. workforce size, recruitment methods, conditions of employment, prospects for growth/reduction in labour force)
- Information regarding occupations (e.g. prospects of employment, type of work undertaken, workforce size, hiring methods, conditions of employment, employer expectations of workers)
- Labour market trends
- Peak and trough periods in demand for labour/seasonality
- Areas of high employment and unemployment
- Current labour market conditions
- Business and economic forecasts
- Emerging labour market developments
- Industrial framework
- Services, products, business levels of competitors
- Other distinguishing characteristics

RANGE STATEMENT

Information sources include, but are not limited to:

- Information available within the organisation
- Publications, industry journals, articles
- Internet websites
- Telephone directories
- Commercial databases of businesses and industries
- Australian Bureau of Statistics
- Department of Employment and Workplace Relations
- Workplace Agreements; information on Federal and State awards
- Visits to workplaces
- Business cards
- Industry Associations
- Employee Associations
- Chambers of Commerce
- Grower associations
- State government departments of employment and training
- Newspaper recruitment advertisements
- Community organisations
- University and other research facilities

Appropriate methods to gather information may include, but are not limited to:

- Use of internet and intranet
- Surveys
- Client interviews
- Focus groups
- Individual research
- Questioning during marketing activities to employers
- Use of libraries
- Publications
- Attendance at meetings
- Networking
- Workplace visits

RANGE STATEMENT

Current and emerging characteristics of labour markets may refer to, but are not limited to:

- Volunteer workforce
- Casualisation of workforce
- Length of average working hours
- Contract employment
- Portability of skills
- Globalisation
- Impact of technology
- Lifelong learning
- Changing face of core skills
- Core vocational skills gained while at school
- Ageing population
- Transitional labour market programs

Planning activities include, but are not limited to:

- Business planning and forecasting
- Job search planning
- Promotional plans
- Marketing plans
- Contact plans
- Employment plans for individual clients

Organisation policies and processes may include, but are not limited to:

- Recording of information against client and employer files and database records
- Use of contact management systems for employers
- Preparation of reports on labour market intelligence and information

Unit Sector(s)

Not Applicable