Australian Government

Department of Education, Employment and Workplace Relations

PSPSCI602A Influence innovation and change through extension

Revision Number: 3

ISC INDUSTRY SKILLS COUNCILS
Creating Australia's Future

PSPSCI602A Influence innovation and change through extension

Modification History

Release	TP Version	Comments
3	PSP12V1	Unit descriptor edited.
2	PSP04V4.2.	Layout adjusted. No changes to content.
1	PSP04V4.1	Primary release.

Unit Descriptor

This unit covers extension activities where superior initiative and judgment are required within a strategically important area. It includes investigating extension issues and methodologies, preparing for innovation and change management, influencing innovation and change, and monitoring and evaluating the adoption of innovation and change.
In practice, influencing innovation and change through extension overlaps with other generalist or specialist work activities such as acting ethically, applying government systems, maintaining strategic networks, managing resources, managing risk, managing workplace safety.
No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements are the essential outcomes of the unit of competency.	Together, performance criteria specify the requirements for competent performance. Text in ***bold italics*** is explained in the Range Statement following.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. **Investigate extension issues and methodologies**	1.1 Extension issues are investigated in relation to required program outcomes in accordance with organisational requirements. 1.2 Extension *objectives* are developed to further organisational outcomes and client needs. 1.3 Leadership is provided to extension colleagues, decisions are influenced and directions are monitored and changed in accordance with emerging requirements. 1.4 The characteristics of *client target groups* are identified and interpretation of research information is adapted for different target groups. 1.5 *Dissemination* methodology, techniques and strategies are developed and used in accordance with the type of research information and client needs/preferences. 1.6 Issues relating to intellectual property are identified and exploited in accordance with organisational requirements.
2. **Prepare for innovation and change management**	2.1 Strategic industry alliances and networks are built and used to develop and apply *industry knowledge* to influence client decision making and practices. 2.2 The industry sector is analysed in relation to size, economic impact, and political importance in order to determine risks, and manage *resistance to change* and other contingencies. 2.3 *Change management* strategies are developed in accordance with organisational policy and practices to strategically influence the industry sector. 2.4 *Risks* are determined and risk management strategies are developed and applied in accordance with change management strategies and organisational requirements. 2.5 Resources are *attracted* and managed, and a communication/marketing strategy is developed in accordance with program *responsibilities*, extension objectives and organisational requirements.
3. **Influence innovation and change**	3.1 Clients are influenced in accordance with organisational requirements to seek innovative solutions and to manage change. 3.2 Resistance to change is analysed and managed in accordance with organisational requirements. 3.3 Local and regional extension services are designed and implemented in accordance with organisational requirements, and *extension methods* are set to meet organisational guidelines and the needs of clients. 3.4 Communication/marketing strategy is implemented and information/*advice* is monitored to ensure it is relevant, accurate and tailored to client needs in terms of concepts, language and format.

ELEMENT	PERFORMANCE CRITERIA
	3.5 Client problems are negotiated and resolved, and new issues are identified and documented for further research in accordance with organisational requirements.
4. **Monitor and evaluate adoption of innovation and change**	4.1 Adoption of innovation and change is evaluated and strategies are recommended to improve future outcomes.
	4.2 Outcomes are evaluated and reported against extension objectives and required organisational outcomes in accordance with organisational requirements.
	4.3 Revised strategies are implemented and evaluated, and contingencies are managed in accordance with organisational requirements for continuous improvement.
	4.4 Outcomes with political/policy implications are identified and contributions are made to policy development in accordance with organisational requirements.

Required Skills and Knowledge

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

Skill requirements

Look for evidence that confirms skills in:

- investigating extension issues
- exploiting intellectual property rights
- building strategic alliances
- attracting resources and designing extension activities at local and regional level.
- demonstrating leadership in the context of extension work
- using facilitation and presentation strategies/methods
- using a range of communication styles to suit different audiences and purposes
- responding to diversity, including gender and disability
- using problem solving to overcome resistance and develop professional relationships of trust
- reading and interpreting scientific research information, and designing materials using different media for different audiences
- applying information management in the context of extension activities
- using technology for materials preparation and monitoring outcomes
- applying occupational health and safety and environmental requirements related to working in a scientific/technological research environment

Knowledge requirements

Look for evidence that confirms knowledge and understanding of:

- the industry (extensive knowledge)
- advanced extension methodology
- principles of change management
- participatory processes in the context of extension activities
- group dynamics and group processes
- community development principles
- research principles and methodology
- evaluation processes relating to extension outcomes
- the scientific area (broad understanding)
- specialist area of expertise
- legislation, public sector standards and organisational code of practice as they relate to work in a scientific research/technological environment
- occupational health and safety, environmental protection and other public sector legislation

Evidence Guide

The Evidence Guide specifies the evidence required to demonstrate achievement in the unit of competency as a whole. It must be read in conjunction with the Unit descriptor, Performance Criteria, the Range Statement and the Assessment Guidelines for the Public Sector Training Package.

Units to be assessed together	• *Pre-requisite* units that must be achieved prior to this unit:*Nil*
	• *Co-requisite* units that must be assessed with this unit:*Nil*
	• *Co-assessed units* that may be assessed with this unit to increase the efficiency and realism of the assessment process include, but are not limited to:
	  • PSPETHC601B Maintain and enhance confidence in public service
	  • PSPGOV601B Apply government systems
	  • PSPLEGN601B Manage compliance with legislation in the public sector
	  • PSPMNGT602B Manage resources
	  • PSPMNGT608B Manage risk
	  • PSPOHS602A Manage workplace safety

Overview of evidence requirements	In addition to integrated demonstration of the elements and their related performance criteria, look for evidence that confirms: • the knowledge requirements of this unit • the skill requirements of this unit • innovation and change influenced at both individual and industry level through a range of (3 or more) complex extension activities in strategically important areas (or a range of outcomes from a single complex long-term extension project)
Resources required to carry out assessment	These resources include: • legislation, procedures, guidelines and protocols • industry information • risk management strategies for extension work • case studies and workplace scenarios to capture a range of different extension experiences
Where and how to assess evidence	Valid assessment of this unit requires: • a workplace environment or one that closely resembles normal work practice and replicates the range of conditions likely to be encountered when influencing innovation and change through extension, including coping with difficulties, irregularities and breakdowns in routine

- innovation and change influenced at both individual and industry level through a range of (3 or more) complex extension activities in strategically important areas (or a range of outcomes from a single complex long-term extension project)

Assessment methods should reflect workplace demands, such as literacy, and the needs of particular groups, such as:

- people with disabilities
- people from culturally and linguistically diverse backgrounds
- Aboriginal and Torres Strait Islander people
- women
- young people
- older people
- people in rural and remote locations

Assessment methods suitable for valid and reliable assessment of this competency may include, but are not limited to, a combination of 2 or more of:

- case studies
- portfolios
- projects
- questioning
- scenarios
- authenticated evidence from the workplace and/or training courses

For consistency of assessment	Evidence must be gathered over time in a range of contexts to ensure the person can achieve the unit outcome and apply the competency in different situations or environments

Range Statement

The Range Statement provides information about the context in which the unit of competency is carried out. The variables cater for differences between States and Territories and the Commonwealth, and between organisations and workplaces. They allow for different work requirements, work practices and knowledge. The Range Statement also provides a focus for assessment. It relates to the unit as a whole. Text in **bold italics** in the Performance Criteria is explained here.

Objectives:	• will typically relate to industry development in a strategically important industry/sector
Client target groups may include:	• industry and community groups • Local, State or Commonwealth government organisations • general public • farmers • agri-business
Dissemination may include:	• one-on-one discussion • telephone • on-site consultation • field days • field excursions • group processes • seminars • lectures • demonstrations • reports • journals • publications • publicity/media campaigns
Demonstration of industry knowledge may include:	• being published in peer reviewed publications
Resistance to change may be:	• high, with superior initiative and independent judgment used to make decisions
Change management may include:	• influencing change in strategically important areas
Risks:	• may be extreme for individuals in the industry or high for the agency/industry sector
Attracting resources may include:	• funding from external sources • allocation from within the organisation

	• gaining investment in concepts/ideas
Responsibilities may include:	• industry development in strategically important areas
	• influence on new or emerging industry sectors
	• dealing with high risk situations
	• dealing with high resistance to change
	• dealing with politically sensitive issues
Extension methods may include:	• one-on-one discussion
	• telephone
	• on-site consultation
	• field days
	• field excursions
	• group processes
	• seminars
	• lectures
	• demonstrations
	• reports
	• journals
	• national publications
	• publicity/media campaigns
Advice may include:	• strategic direction
	• productivity
	• efficiency
	• environmental sustainability
	• aspects of agriculture and agri-business:
	• crop
	• livestock
	• pasture production
	• marketing
	• feed, food and fibre processing
	• soil conservation
	• water conservation
	• irrigation
	• drainage
	• farm management
	• group management advice
	• community development advice
	• strategic planning advice
	• deeper systems issues that may need to change

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Unit Sector(s)

Not applicable.

Competency Field

Government Science & Technology.

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