



**Australian Government**

# **PUACOM010B Promote the organisation's mission and services**

**Release 3**

## **PUACOM010B Promote the organisation's mission and services**

### **Modification History**

<b>Release</b>	<b>TP Version</b>	<b>Comments</b>
3	PUA12 V2.1	Editorial changes.
2	PUA12 V2	Layout adjusted. Application added.
1	PUA00 V8.1	Primary release.

### **Unit Descriptor**

This unit covers the competency of building networks which facilitate the promotion and representation of the organisation.

### **Application of the Unit**

This unit applies to public safety managers with a broad and strategic role in promoting the organisation's mission and services.

### **Licensing/Regulatory Information**

Not applicable.

### **Pre-Requisites**

PUACOM007B Liaise with other organisations (Fire sector specific)

### **Employability Skills Information**

This unit contains employability skills.

## Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a Unit of Competency.

Performance Criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the Range Statement. Assessment of performance is to be consistent with the Evidence Guide.

## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<b>1. Build networks and develop working relationships</b>	<p>1.1 Formal and informal networks are established at the local, regional and national levels to support ongoing and future liaison and collaboration.</p> <p>1.2 The roles and responsibilities of <i>stakeholders</i> are recognised and taken account of in interactions.</p> <p>1.3 Working relationships are developed with stakeholders and used in a way which provides identifiable benefits to the organisation and the community from shared expertise and resources.</p> <p>1.4 Dealings with stakeholders are conducted in line with ethical and professional standards to develop a relationship of trust and mutual understanding.</p> <p>1.5 Feedback is obtained from other organisations and governments to inform and improve service delivery.</p>
<b>2. Represent the organisation</b>	<p>2.1 The organisation's message is imparted accurately and in a clear, concise and confident manner to gain stakeholder's understanding and commitment.</p> <p>2.2 The organisation's representation is sought and promoted on external bodies.</p> <p>2.3 Opportunities to promote the organisation through media, government and the community are utilised in a positive and constructive manner, in line with organisational requirements.</p> <p>2.4 Advice to stakeholders is provided consistent with organisation policy, needs, quality standards and legislative responsibilities.</p> <p>2.5 Advice is provided in the context of strategic planning for the organisation.</p> <p>2.6 Advice is provided confidentially on matters sensitive to governments and the organisation, in line with privacy and confidentiality legislation and guidelines.</p>

## Required Skills and Knowledge

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

### Required Skills

- building networks and relationships
- gaining cooperation of others
- speaking publicly

### Required Knowledge

- confidentiality requirements
- goals and objectives of the organisation
- legislation
- organisation policies
- regulation
- responsibilities of three levels of government relevant to the organisation
- roles and responsibilities of other agencies and relevant organisations
- statutes impacting on the organisation

## Evidence Guide

### Critical aspects for assessment and evidence required to demonstrate competency in this unit

It is essential for this unit that competence be demonstrated in establishment and maintenance of networks which will promote the organisation and achieve the organisation's outcomes.

### Consistency in performance

Evidence should be gathered over a period of time in a range of actual or simulated workplace environments.

### Context of and specific resources for assessment

#### Context of assessment

On the job or in a simulated work environment.

#### Specific resources for assessment

No special requirements.

## 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. ***Bold italicised*** wording in the Performance Criteria is detailed below.

- Stakeholders*** may include:
- local
  - state/territory and federal governments
  - industry
  - national and international associations
  - other emergency management and non-government organisations e.g. Red Cross/Salvation Army/Cave Rescue
  - volunteers
  - community groups
  - technical advisers
  - consultants
  - work groups and individuals internal to the organisation
  - customers
  - utilities

## Unit Sector(s)

Not applicable.