Australian Government

BSBGOV404 Communicate with community stakeholders

Release: 1

BSBGOV404 Communicate with community stakeholders

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 2.0.

Application

This unit describes the skills and knowledge required for committee or board members to communicate with community stakeholders, including other organisations, to engage people in association or club activities.

It applies to individuals who to interact with community stakeholders in their roles as members of committees or boards of governance.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Regulation, Licensing and Risk - Governance

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Plan the organisation's community stakeholder communication strategy	1.1 Access the organisation's planning documentation to determine policies and protocols for community stakeholder communication
	1.2 Assess trends in the community relevant to geographic, social or political contexts to determine how they relate to the organisation
	1.3 Discuss proposed organisational communication stakeholder strategy with board and/or committee members
	1.4 Assess the success of past community stakeholder communication methods
	1.5 Determine the most appropriate communication methods to engage with community stakeholders to promote the organisation

ELEMENT	PERFORMANCE CRITERIA
	1.6 Evaluate options for action with community stakeholders and identify preferred options
	1.7 Convey information on preferred communication options with community stakeholders to the board and/or the committee
	1.8 Follow organisational policies and procedures for confidential information
2. Implement the organisation's community stakeholder communication strategy	2.1 Communicate organisational community stakeholder communication strategy to appropriate personnel and/or volunteers
	2.2 Assign appropriate communication methods to designated personnel and/or volunteers
	2.3 Coordinate activity and establish the timing of community stakeholder communication, in accordance with the organisation's strategy
	2.4 Raise and discuss issues of importance with community stakeholders
	2.5 Invite individuals and groups affected by issues to participate in relevant community stakeholder forums or meetings, where appropriate
	2.6 Provide information to community stakeholders about the organisation's activities
	2.7 Gather and evaluate feedback from the community and stakeholders about the organisation's activities, and share with other committee or board members
	2.8 Deal with feedback according to policies and procedures, and in consultation with management
	2.9 Advise community stakeholders of board or committee decisions and the reasons behind them, in accordance with the organisation's strategy
	2.10 Update organisational records from background information gathered through relevant networks
3. Review the organisation's community stakeholder communication activities	3.1 Monitor the organisation's community stakeholder communication activities
	3.2 Determine the effectiveness of the organisation's community stakeholder communication activities
	3.3 Discuss scope for improvement to organisational community stakeholder communication activities with relevant personnel or volunteers
	3.4 Propose and make arrangements for improvements to the

ELEMENT	PERFORMANCE CRITERIA
	organisation's community stakeholder communication activities
	3.5 Document organisational communication activities

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1, 1.4, 2.8, 2.10, 3.1	• Evaluates and integrates facts and ideas to construct meaning from a range of text types
Writing	2.9, 2.10, 3.5	• Uses clear, specific and industry related terminology to complete and update workplace documentation
Oral Communication	1.3, 1.7, 2.1-2.9, 3.3, 3.4	• Conducts information sessions and clearly articulates requirements using language, tone and syntax appropriate to audience and environment • Uses active listening and questioning skills to confirm understanding for requirements
Navigate the world of work	1.2, 1.3, 1.6, 1.8, 2.3, 3.2,3.4	• Understands the nature and purpose of own role and associated responsibilities and recognises and follows implicit and explicit organisational policies and procedures
Interact with others	1.3, 1.6, 1.7, 2.1-2.9, 3.2-3.4	• Recognises importance of building rapport to establish effective working relationships • Recognises importance of taking audience, purpose and contextual factors into account when making decisions about what to communicate with whom, why and how
Get the work done	1.4, 1.5, 1.8, 2.2, 2.3, 2.7, 2.9, 3.1, 3.2, 3.4	• Takes responsibility for planning and organising own workload, identifying ways of sequencing and combining elements for greater efficiency and considering how to respond to input of others • Uses online forums, blogs and social networking sites to connect with the community, following appropriate online etiquette • Actively contributes to group decision-making when required

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBGOV404 Communicate with community stakeholders	Not applicable	New unit	No equivalent unit

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10