Assessment Requirements for CHCPRP004 Promote and represent the service

Release: 1

Assessment Requirements for CHCPRP004 Promote and represent the service

Modification History

Release	Comments
Release 1	This version was released in *CHC Community Services Training Package release 2.0* and meets the requirements of the 2012 Standards for Training Packages. Significant changes to the elements and performance criteria. New evidence requirements for assessment, including volume and frequency. Significant change to knowledge evidence.

Performance Evidence

The candidate must show evidence of the ability to complete tasks outlined in elements and performance criteria of this unit, manage tasks and manage contingencies in the context of the job role. There must be evidence that the candidate has:

- represented at least 1 community sector organisation and its philosophies, purpose and policies to the community through a range of methods, including at least 1 of each of the following:
    - written materials, publications or fact sheets
    - forums, workshops or presentations
- developed strategies to address at least 2 examples of negative publicity or perception

Knowledge Evidence

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 work role. This includes knowledge of:

- legal and ethical considerations for service promotion and representation, including:
    - copyright and intellectual property
    - privacy, confidentiality and disclosure
- promotion and representation:
    - similarities and differences
    - when and how each are used
    - key stakeholders involved
- professional networks in the area of work

- industry structure and interrelationships between different organisations, both public and private
- current issues, concerns and debates relevant to the area of work
- key aspects of planning for community promotion and engagement:
    - setting objectives
    - profiling the community/stakeholders
    - identifying potential partnerships
    - developing consultation and communication strategies:
        - styles and types of communication and their suitability for different situations
        - different types of media
        - different levels of community involvement
- strategies for representation of the service
- techniques and considerations for developing written information resources
- fundamental principles of public relations and issues management

Assessment Conditions

Skills must have been demonstrated in the workplace or in a simulated environment that reflects workplace conditions. The following conditions must be met for this unit:

- use of suitable facilities, equipment and resources, including organisation information as basis for activities
- modelling of industry operating conditions, including presence of situations that allow interactions with individuals and organisations

Assessors must satisfy the Standards for Registered Training Organisations (RTOs) 2015/AQTF mandatory competency requirements for assessors.

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=5e0c25cc-3d9d-4b43-80d3-bd22cc4f1e53