



Australian Government

Department of Education, Employment and Workplace Relations

CHCES502C Research and report on labour market information

Release: 1

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Modification History

CHC08 Version3	CHC08 Version 4	Description
CHCES502B Research and report on labour market information	CHCES502C Research and report on labour market information	Unit updated in V4. ISC upgrade changes to remove references to old OHS legislation and replace with references to new WHS legislation. No change to competency outcome.

Unit Descriptor

Descriptor

This unit describes the knowledge and skills required to research and analyse labour market information and apply it in managing 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

PERFORMANCE CRITERIA

1. Research *labour market* information

1.1 Research *labour market information* relevant to the business priorities and operations of the organisation or work group

1.2 Use *appropriate research methods* to identify and collect relevant information

1.3 Identify relevant, *current and emerging labour market characteristics*

2. Analyse labour market information

2.1 Organise labour market information into appropriate formats

2.2 Develop and apply *criteria to identify target markets* with business development potential

2.3 Analyse labour market information for *opportunities and impacts* upon current and future business operations and priorities

3. *Report on labour market information*

3.1 Record labour market information in accordance with *organisation policies and processes*

3.2 Prepare reports to disseminate labour market information and analysis

ELEMENT**PERFORMANCE CRITERIA**

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|--|---|
| 4. Apply knowledge of the labour market to management activities | 4.1 Incorporate labour market information into individual and work group <i>planning</i> and activities |
| | 4.2 Use labour market information in the management of business and individual performance |

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 characteristics and issues relating to labour markets on a national, state and local level
- Current and projected skills shortages
- Knowledge of workplace relations issues and legislation and awards

Essential skills:

It is critical that the candidate demonstrate the ability to:

- Research labour market data relevant to business operations and priorities
- Analyse labour market information to determine opportunities and threats to current and future delivery of services and to identify target markets that meet specified criteria
- Apply knowledge of labour market information to planning and performance management

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:

- Demonstrate application of skills, including:
 - literacy and numeracy skills to research a variety of texts and statistical information; prepare reports based on labour market information and to enter the information into organisation's information systems
 - planning skills to organise information; set goals and targets; and plan and review activities and the allocation of resources

REQUIRED SKILLS AND KNOWLEDGE

- problem solving skills including an ability to analyse information and deal with ambiguous information
- oral and written communication skills to provide and elicit advice and information effectively
- technology skills to use business equipment and software safely and effectively in line with work health and safety (WHS) guidelines

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

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
- 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
- Project
- Written assignment
- Evidence gathered from the workplace environment
- 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.

RANGE STATEMENT

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

- Geographic location
- Client demographics
- Industry and industry sectors
- Occupation
- 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 information relating to businesses and industries
- Australian Bureau of Statistics
- Federal and State government departments and agencies
- Workplace Agreements; information on Federal and State awards
- Visits to workplaces
- Business cards
- Professional associations
- Industry Associations
- Employee Associations
- Chambers of Commerce
- Grower associations
- Newspapers e.g. recruitment advertisements and articles
- Community organisations
- University and other research facilities

Appropriate research methods may include, but are not limited to:

- Use of internet
- Surveys
- Client interviews
- Focus groups
- Individual research
- Questioning during marketing and networking activities
- Use of libraries
- Publications
- Attendance at meetings
- Networking
- Workplace visits
- Communication with colleagues and experts

RANGE STATEMENT

Current and emerging labour market characteristics 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

Criteria to identify target markets include, but are not limited to:

- Match of occupations represented with those registered with the organisation
- Industry growth
- Workforce size
- Staff turnover levels
- Potential to employ people with barriers to employment
- Location
- Hiring processes and patterns
- Internal human resource management capability of specific employers
- Use of competitors' services and products
- Accessibility (e.g. public transport) of specific employers or geographic areas
- Capability of the organisation to service the account

RANGE STATEMENT

Opportunities and impacts may result from, but are not limited to:

- Openings/closures of large employers
- Retrenchments
- Changes in hiring processes and patterns
- Emergence of new industry sectors
- Development of geographic sites, e.g. industrial estates, retail precincts
- Expansion/changes in transport services
- Changes in availability and skill levels of workers
- Changes in government policy
- Emergence of competitors or changes to competitor products and services

Report on labour market information may utilise the following, but is not limited to:

- Tables and charts
- Software applications
- Reports, written and verbal
- Hard copy files
- Presentations

Organisation policies and processes may include:

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

Planning includes, but is not limited to:

- Business plans and forecasting
- Resource usage plans
- Promotional plans
- Sales plans
- Marketing plans
- Contact/ account management plans for employers

RANGE STATEMENT

- Performance management uses of labour market information include, but are not limited to:*
- As a context and aid in setting and reviewing performance targets of individuals and work groups
 - As a factor impacting upon the achievement of performance outcomes by individuals and work groups
 - As an indicator of the need to reallocate resources

Unit Sector(s)

Not Applicable