



Australian Government

CPPDSM5025 Maintain public relations in the property industry

Release: 1

CPPDSM5025 Maintain public relations in the property industry

Modification History

Release 1.

Replaces superseded equivalent CPPDSM5025A Maintain public relations in the property industry.

This version first released with CPP Property Services Training Package Version 5.

Application

This unit of competency specifies the outcomes required to promote and maintain positive public relations for a property organisation and the property industry. It requires the ability to facilitate effective communication processes, prepare media releases, and conduct media interviews.

The unit supports the work of those involved in promoting and maintaining positive public relations for the organisation and property industry. It applies to real estate agents, strata community managers, stock and station agents, Nationwide House Energy Rating Scheme (NatHERS) assessors, and home sustainability assessors.

Licensing, legislative, regulatory or certification requirements apply to this unit in some States and Territories. Relevant state and territory regulatory authorities should be consulted to confirm those requirements.

Pre-requisite Unit

Nil

Competency Field

Strata community management

Unit Sector

Property services

Elements and Performance Criteria

Elements describe the essential outcomes.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the range of conditions.

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| 1. Maintain relationships and | 1.1. Relationships and networks with <i>media</i> are established and maintained in a positive and professional manner. |
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- networks with the media.
- 1.2. Organisational social, ethical and business standards are complied with to maintain positive relationships.
 - 1.3. Systems to encourage communication flow and ongoing feedback are established and maintained to ensure accurate and relevant exchange of information.
 - 1.4. Communication and interpersonal techniques are used to develop professional relationships with media that reflect sensitivity to individual differences and client requirements.
 - 1.5. Media networks are accessed to ensure that information on unplanned events is communicated in an accurate and timely manner.
2. Prepare media release.
- 2.1. Media release is drafted using clear, concise and appropriately targeted language.
 - 2.2. Media release is drafted in a manner that presents a positive image of the property and client and conforms to organisational requirements.
 - 2.3. Professional service providers are engaged where required to support relationships with media.
 - 2.4. Media release is distributed using established communication channels.
 - 2.5. Information is securely maintained with due regard to client confidentiality and organisational requirements.
3. Conduct media interviews.
- 3.1. Media interviews are conducted in a professional manner that represents preferred position of property organisation and its clients.
 - 3.2. Information is provided in a manner that is clear, accurate and protects the interests of the property organisation and its clients.
 - 3.3. Suitable aids are used to ensure message is relevant and of interest to selected media.
 - 3.4. Feedback is used to develop and implement strategies to maintain and improve the profile of the property organisation and its clients.
 - 3.5. Communication and interpersonal techniques are used to deal with difficult situations in media interviews and

effectively represent the views of the property organisation and its clients.

Foundation Skills

This section describes the language, literacy, numeracy and employment skills essential to performance in this unit but not explicit in the performance criteria.

Skill	Performance feature
Learning skills to:	<ul style="list-style-type: none">• evaluate information from a variety of sources to select appropriate media for communicating key message about the organisation.
Numeracy skills to:	<ul style="list-style-type: none">• check complex statistical and graphical information in media releases for accuracy.
Oral communication skills to:	<ul style="list-style-type: none">• conduct interviews on complex matters relating to the property industry• use language and concepts appropriate to cultural differences.
Reading skills to:	<ul style="list-style-type: none">• check complex text in media releases for accuracy.
Writing skills to:	<ul style="list-style-type: none">• prepare media releases.
Technology skills to:	<ul style="list-style-type: none">• analyse effectiveness of different forms of media in communicating property industry-related information.

Range of Conditions

This section specifies work environments and conditions that may affect performance. Essential operating conditions that may be present (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) are included. Bold italicised wording, if used in the performance criteria, is detailed below.

<i>Media</i> must include:	<ul style="list-style-type: none">• online• print• radio• social• television.
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Unit Mapping Information

CPPDSM5025A Maintain public relations in the property industry

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=6f3f9672-30e8-4835-b348-205dfcf13d9b>