



**Australian Government**

# **DEFDPA007 Develop and implement effective communication strategies**

**Release: 1**

# DEFDPA007 Develop and implement effective communication strategies

## Modification History

Release 1. This is the first release of this unit of competency in the DEF Defence Training Package.

## Application

This unit specifies the skills and knowledge required to develop and implement effective communication strategies.

It includes developing effective communication skills, facilitating discussions and producing quality written material.

This unit applies to Defence public affairs personnel but it could apply to any personnel who work in this field.

The skills and knowledge described in this unit must be applied within the legislative, regulatory and policy environment in which they are carried out. Organisational policies and procedures must be consulted and adhered to.

Persons undertaking this unit work independently or as part of a team, and perform specific tasks in familiar contexts.

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

## Pre-requisite Unit

Not applicable

## Competency Field

Defence Public Affairs

## Unit Sector

Not applicable.

## Elements and Performance Criteria

### ELEMENTS

### PERFORMANCE CRITERIA

Elements describe the essential Performance criteria describe the performance needed to

- outcomes. demonstrate achievement of the element.
- 1 Develop effective communication skills**
    - 1.1** Develop, promote, implement and review strategies for internal and external distribution of information
    - 1.2** Address specific communication needs when developing and implementing strategies to avoid discrimination in the workplace
    - 1.3** Establish and review channels of communication
    - 1.4** Provide coaching in effective communication to staff as required
    - 1.5** Use negotiation and conflict resolution strategies to promote effective operation of the organisation
    - 1.6** Negotiate issues with key stakeholders, clients and staff in a way that leads to a mutually acceptable outcome
    - 1.7** Maintain work related networks and relationships to ensure client needs and organisational objectives are met
    - 1.8** Ensure communication with stakeholders and colleagues is appropriate to individual needs and the situation, and that it promotes achievement of organisational objectives
  - 2 Facilitate group discussion**
    - 2.1** Define and implement mechanisms that enhance effective group interactions
    - 2.2** Use inclusive strategies that encourage all group members to participate and that include seeking and acknowledging contributions from all members
    - 2.3** Undertake an evaluation of group communication strategies to promote ongoing participation of all parties
    - 2.4** Identify and address specific communication needs of individuals in accordance with operational policies and procedures
  - 3 Produce quality written materials**
    - 3.1** Write and present information in a logical manner
    - 3.2** Provide accurate and timely advice to management and stakeholders
  - 4 Conduct formal discussions**
    - 4.1** Reach mutual agreement about and adhere to appropriate structures, timeframes and protocols during

formal discussions

- 4.2 Acknowledge individual differences, needs and rights during the conduct of interviews and formal discussions, in accordance with organisational policies
- 4.3 Provide feedback and give advice in a way that reflects current identified good practice in accordance with organisational policies and procedures

## Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

## Range of Conditions

Range is restricted to essential operating conditions and any other variables essential to the work environment.

Non-essential conditions may be found in the Companion Volume Implementation Guide.

## Unit Mapping Information

This unit replaces and is equivalent to DEFPA007 Develop and implement effective communication strategies.

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=6bdbab1e-11ed-4bc9-9cba-9e1a55d4e4a9>