



Australian Government

FWPFGM5217 Promote plantations as a sustainable form of land use

Release: 1

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Modification History

Release	Comment
1	Replaces superseded equivalent FPIFGM5217A Promote plantations as a sustainable form of land use which was first released with FPI11 Forest and Forest Products Training Package Version 2.2.

Application

This unit of competency describes the outcomes required to develop, implement, monitor and review a program to promote plantations to stakeholders and the general community, including the environmental and sustainability benefits of plantations compared to other forms of land use.

The unit applies to job roles including Community Liaison Officer, Designer (Manufacturing and Engineered Wood Products), Environmental Planner and Manager, Forest/Timber Harvester, Forest Auditor or Forest Planner, Forest Sustainability Manager, Forestry Manager, General Manager, Plantation Manager, Sustainability Manager, Technical Forester, Technical Services Officer, Technical Services Manager and Value Recovery Officer.

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

Pre-requisite Unit

Nil.

Unit Sector

Forest Growing and Management

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>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.</i>
1. Identify target	1.1 Define program need, purpose, objectives and outcomes in

ELEMENTS	PERFORMANCE CRITERIA
market	<p>consultation with stakeholders.</p> <p>1.2 Evaluate potential of program to appeal to a range of markets.</p> <p>1.3 Identify benefits and costs of targeting specific audiences.</p> <p>1.4 Establish markets to be targeted in consultation with appropriate personnel.</p>
2. Plan promotions program	<p>2.1 Identify timeline and budget and obtain necessary approvals from appropriate personnel.</p> <p>2.2 Select range of appropriate promotional modes and methods to reach target markets.</p> <p>2.3 Develop tools and resources appropriate to modes and methods of program promotion and obtain necessary approvals for promotional activities.</p> <p>2.4 Clearly document plan and communicate to appropriate personnel.</p>
3. Implement promotions program	<p>3.1 Obtain and coordinate required resources to implement promotions program.</p> <p>3.2 Provide program schedule tools and resources to appropriate personnel.</p> <p>3.3 Establish processes to monitor program quality.</p>
4. Evaluate programs	<p>4.1 Evaluate programs against documented plan and objectives.</p> <p>4.2 Analyse programs to verify effectiveness in meeting objectives and to identify future program improvements.</p> <p>4.3 Prepare recommendations for future programs based on consultation and analysis.</p>

Foundation Skills

This section describes those core and employment skills that are essential to performance and are not explicit in the performance criteria.

Oral communication skills to:	<ul style="list-style-type: none"> Hold high-level consultative discussions to generate ideas for and negotiate content of promotional programs.
Reading skills to:	<ul style="list-style-type: none"> Interpret complex information in a range of internal and external source documents to evaluate and establish target markets.
Writing skills to:	<ul style="list-style-type: none"> Develop and document comprehensive program plans. Report on effectiveness of programs and potential improvements

	including rationale for recommendations.
Planning and organising skills to:	<ul style="list-style-type: none"> • Source, collect and organise a range of data to inform program content. • Plan and manage own timing and productivity to plan, implement and evaluate promotional programs.
Numeracy skills to:	<ul style="list-style-type: none"> • Calculate promotional costs • Develop timelines and budgets
Technology skills to:	<ul style="list-style-type: none"> • use a computer, keyboard and software to prepare program plans and reports.

Unit Mapping Information

FPIFGM5217A Promote plantations as a sustainable form of land use

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=0d96fe23-5747-4c01-9d6f-3509ff8d3d47>