Australian Government

Department of Education, Employment and Workplace Relations

LGACOMP024A Develop community relations

Revision Number: 1

INDUSTRY SKILLS COUNCILS

Creating Australia's Future

LGACOMP024A Develop community relations

Modification History

Not applicable.

Unit Descriptor

Unit Descriptor	This unit covers developing relationships with the community and liaising effectively with individuals and the community. The unit covers areas such as community networking, developing strategies, promoting the council and organization to the community and developing ongoing relationships. The unit is appropriate to employees in all areas of the organisation who need to develop and maintain community relationships.

Application of the Unit

Application of the Unit	This unit supports the attainment of skills and knowledge required for competent workplace performance in councils of all sizes. Knowledge of the legislation and regulations within which councils must operate is essential. The unique nature of councils, as a tier of government directed by elected members and reflecting the needs of local communities, must be appropriately reflected.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite Unit/s

Employability Skills Information

Employability Skills   This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a Unit of Competency	Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the Required Skills and Knowledge and/or the Range Statement. Assessment of performance is to be consistent with the Evidence Guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. **Develop and maintain community networks**	1.1. Appropriate network strategies are used to establish and maintain community relationships that promote organisational objectives. 1.2. Network opportunities are identified and pursued to maximise a range of community contacts. 1.3. Information regarding new networks is communicated to inform individuals and colleagues of potential benefits to the organisation. 1.4. Professional networks and associations are participated in to obtain and maintain personal knowledge and skills.
2. **Establish community relationship strategies**	2.1. Relevant community groups and individuals are identified. 2.2. Community group/individual profile is assessed to determine strategy. 2.3. A range of community relationship strategies are identified and analysed to determine appropriate strategies that meet organisational requirements. 2.4. Community relationship strategies are developed to foster trust and confidence of individuals and the community and to promote benefits consistent with organisational requirements.
3. **Maintain and improve ongoing community relationships**	3.1. Strategies are developed to establish processes for obtaining ongoing feedback from community groups or individuals. 3.2. Management systems are assessed to ensure that they support community relationships. 3.3. Feedback obtained is used to develop and implement strategies to maintain and improve relationships with clients. 3.4. Difficult situations are identified and solutions are negotiated using collaborative problem-solving techniques.
4. **Promote the organisation to the community**	4.1. Strategies are developed to represent and promote the organisation's interests and requirements. 4.2. Appropriate presentation skills are used to communicate the goals and objectives of the organisation. 4.3. Issues, policies and practices of the organisation are effectively communicated to a range of individuals and community groups. 4.4. Feedback is obtained to identify and develop ways to

ELEMENT	PERFORMANCE CRITERIA
	improve promotional activities within available opportunities.
5. **Promote the community relationship**	5.1. Strategies are developed that promote relationships between council and the community.
	5.2. Issues, policies and practices of the community, group or individual are effectively communicated to a range of individuals and the wider community.
	5.3. Feedback is obtained to identify opportunities and develop ways to improve ongoing activities.

Hidden text

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This describes the essential skills and knowledge and their level, required for this unit

Required Skills

- literacy
- proofreading and editing
- communication
- evaluation
- problem solving
- negotiation
- leadership
- networking
- time management
- planning and managing own work priorities
- organisational
- proactive thinking and initiative
- using and maintaining appropriate technology and software
- relating to people from a range of social, cultural and ethnic backgrounds and with a range of physical and mental abilities.

Required Knowledge

- knowledge of the organisation's policies, plans and procedures
- principles of effective communication in relation to listening, questioning and non-verbal communication
- techniques for building relationships of trust including with people from different cultures
- understanding techniques for facilitating mutually acceptable outcomes
- methods and techniques to prepare and present information to promote the organisation
- knowledge of related organisations, agencies and networks
- understanding the principles and operation of networks.

Hidden text

Evidence Guide

EVIDENCE GUIDE

Overview of assessment requirements	A person who demonstrates competency in this unit will be able to perform the outcomes described in the Elements to the required performance level detailed in the Performance Criteria. The knowledge and skill requirements described in the Range Statement must also be demonstrated. For example, knowledge of the legislative framework and safe work practices that underpin the performance of the unit are also required to be demonstrated.
Critical aspects of evidence to be considered	The demonstrated ability to: • identify opportunities for networking and participate in networks to develop relationships with individuals and the community • establish and create strategies to foster and improve community relationships • provide information in a variety of written and oral formats to a range of community forums.
Context of assessment	Competency is demonstrated by performance of all stated criteria, with particular attention to the critical aspects of evidence and the knowledge and skills elaborated in the Evidence Guide, and within the scope of the Range Statement. Assessment must take account of the endorsed Assessment Guidelines in the Local Government Training Package. Assessment of the performance requirements in this unit should be undertaken in an actual workplace or simulated environment. Assessment should reinforce the integration of the key competencies for the particular AQF level. Refer to the key competency levels at the end of this unit.
Relationship to other units(**prerequisite or co-requisite units**)	To enable holistic assessment this unit may be assessed with other units that form part of the job role, in particular: LGADMIN417A Conduct community consultations.
Method of assessment	The following assessment methods are suggested: • observation of the learner performing a range of workplace tasks over sufficient time to demonstrate handling of a range of contingencies • written and/or oral questioning to assess knowledge and understanding • completion of workplace documentation

EVIDENCE GUIDE

	• third-party reports from experienced practitioners • completion of self-paced learning materials including personal reflection and feedback from trainer, coach or supervisor.
Evidence required for demonstration of consistent performance	Evidence should be collected over a set period of time that is sufficient to include dealings with an appropriate range and variety of situations.
Resource implications	The learner and trainer should have access to appropriate documentation and resources normally used in the workplace.

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.   ***Bold italicised*** wording in the Performance Criteria is detailed below.

Network strategies may include:	• regular meetings • distribution of materials • individual marketing • maintaining regular contacts • association and interest group memberships • workshops and seminars.
Professional networks and associations may include:	• work teams • other organisations • committees • internal and external stakeholders • government agencies • professional or occupational associations • community groups • project-specific ad hoc consultative or reference groups • advisory committees • local inter-agency groups • specific interest or support groups.
Feedback on ways to improve promotional activities may include:	• accuracy and sufficiency of information • benefits to the organisation • benefits to the community • use of media • liaison with networks • appropriateness of audience • participation of individuals and groups.
Relationship strategies may include:	• informal and formal regular meetings • forums • feedback sessions • online media • events, including cultural events • sponsorship.

Hidden text

Government Skills Australia

Unit Sector(s)

Unit Sector   Common Units

Hidden text

Competency field

Competency Field

co-requisite unit/s

Co-requisite Unit/s