



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **LGACORE603B Represent council's role and value in the community**

**Release 2**

## **LGACORE603B Represent council's role and value in the community**

### **Modification History**

LGACORE603B Release 2: Layout adjusted.

LGACORE603B Release 1: Primary release.

### **Unit Descriptor**

This unit covers relationship building and communication with stakeholders in an effort to promote the value of council to the community. The need for staff to represent the value of council to the community and stakeholders through relationships that are mutually beneficial to all parties is recognised.

### **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**

Not applicable.

### **Employability Skills Information**

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 Range Statement. Assessment of performance is to be consistent with the Evidence Guide.

## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<b>1. Build and maintain internal and external networks</b>	<p>1.1 Formal and informal <b>networks</b> are established and utilised as communication channels in accordance with council plans and policies.</p> <p>1.2 Relationships with stakeholders are formed to provide identifiable benefits to council and the community.</p> <p>1.3 Opportunities to share resources and expertise with <b>stakeholders</b> are identified and utilised.</p>
<b>2. Represent the council and advocate its mission, strategies and activities</b>	<p>2.1 Council's message is communicated accurately and in a clear, considerate and confident manner, addressing stakeholders' concerns and ensuring their understanding.</p> <p>2.2 Council's representation is promoted and sought on external bodies that impact on its efficiency and effectiveness.</p> <p>2.3 Opportunities to promote the council through media and within the community are utilised in a positive and constructive manner.</p> <p>2.4 Credible and effective relations with other levels of government are developed and maintained.</p>
<b>3. Identify and build rapport with stakeholders</b>	<p>3.1 Individuals and groups within the community who have an interest in the operation and outcomes of council are identified.</p> <p>3.2 Interactions with stakeholders are conducted in a manner that safeguards the interests of all concerned.</p> <p>3.3 Stakeholders are consulted on matters of common interest with the view to obtaining support for council goals and objectives.</p> <p>3.4 Relationships are developed with stakeholders that provide identifiable benefits to council and the community through shared expertise and resources.</p>
<b>4. Provide advice to stakeholders</b>	<p>4.1 Advice is given in accordance with relevant council policies, needs and legislative responsibilities.</p> <p>4.2 Advice is provided promptly and in the context of council's policies and interests.</p> <p>4.3 Confidentiality requirements are adhered to.</p> <p>4.4 Responses to requests for information are prepared promptly and accurately.</p>
<b>5. Liaise and coordinate with other organisations and councils</b>	<p>5.1 Liaison and coordination with other organisations and councils are undertaken in areas of common interest to optimise resource usage and mutual benefits and to eliminate duplication of effort.</p> <p>5.2 Feedback from other organisations, councils and <b>personnel</b> is obtained and used as an aid to improving the effectiveness and efficiency of council.</p>

## **Required Skills and Knowledge**

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

### **Required Skills**

- verbal communication, presentation and negotiation
- consultation and liaison
- marketing, promotion and utilising and working with the media
- written communication, including reports and media releases

### **Required Knowledge**

- council's political, social, economic and environmental context
- council's strategic and business plans, goals, objectives, policies and procedures
- council operations
- marketing principles and promotional strategies, including planning special events
- freedom of information and confidentiality

## 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

This unit requires active representation of council's mission and services, which includes the demonstrated ability to:

- communicate council plans, objectives and activities clearly, accurately and positively
- promote council interests consistently to internal and external clients and stakeholders.

### Context of assessment

May be undertaken on the job or in a simulated work environment.

### 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
- 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

Consistent evidence across a range of networking, promotional and marketing activities and practices.

### Resource implications

Access to a workplace or simulated case study that provides the following resources:

- real or simulated consultation process with council stakeholders
- materials on networking processes, marketing and promotion.

## 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.

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|---|---|
| <b><i>Network channels</i></b> may include: | <ul style="list-style-type: none"><li>• community groups</li><li>• government officials, ministers and advisers</li><li>• local government associations</li><li>• small and medium-sized businesses</li></ul>   |
| <b><i>Stakeholders</i></b> may include:     | <ul style="list-style-type: none"><li>• municipality and its constituents</li><li>• new and potential community groups</li><li>• small business associations</li><li>• local government associations</li><li>• retail groups</li><li>• environmental associations</li></ul> |
| <b><i>Personnel</i></b> may include:        | <ul style="list-style-type: none"><li>• legal advisers</li><li>• marketing and promotions personnel</li></ul>   |

## Unit Sector(s)

Common