



Australian Government

Department of Education, Employment and Workplace Relations

LGADMIN425A Develop a communication plan

Release 2

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Modification History

LGADMIN425A Release 2: Layout adjusted.

LGADMIN425A Release 1: Primary release.

Unit Descriptor

This unit covers preparing and developing an integrated communication plan to enable the effective communication to the community and specific groups of council services and other relevant information. The unit is suitable for a range of contexts in the organisation and can be applied to promotional and marketing material, informative material and material related to specific events or activities.

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
<p>1. Develop communication objectives</p>	<p>1.1 The target audience is identified.</p> <p>1.2 Relevant and appropriate media are identified and assessed in accordance with council requirements and audience needs.</p> <p>1.3 Relevance of existing materials and activities is assessed based on changing communication needs and organisational policies.</p> <p>1.4 Communication objectives are determined and integrated into council strategies and priorities.</p>
<p>2. Prepare a communication plan</p>	<p>2.1 The elements of a communication plan are determined in accordance with council requirements.</p> <p>2.2 <i>Forms of communications</i> are evaluated in relation to communication objectives.</p> <p>2.3 <i>Promotions</i> are evaluated for inclusion in the communication plan.</p> <p>2.4 Objectives of <i>the communication plan</i> are developed and evaluated for cost effectiveness and for effectiveness.</p> <p>2.5 Communication plan is prepared in accordance with council requirements.</p>
<p>3. Implement the communication plan</p>	<p>3.1 Resources required to complete the communication activities are obtained.</p> <p>3.2 Responsibilities and functions are allocated to relevant personnel.</p> <p>3.3 Communication materials are developed to suit purpose of the communication activity and requirements of the audience.</p> <p>3.4 Professional assistance in the development of materials is sought as appropriate.</p> <p>3.5 Communication is paced and sequenced to meet a range of requirements and types of audience.</p>
<p>4. Review and report on the communication plan</p>	<p>4.1 <i>Feedback mechanisms</i> are established and utilised to evaluate and review communication activities.</p> <p>4.2 Reports are prepared in accordance with organisational requirements.</p> <p>4.3 Communication activities are adjusted as appropriate.</p>

Required Skills and Knowledge

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

Required Skills

- verbal and written communication
- consultation
- analytical
- problem solving
- research
- evaluative
- collating and interpreting statistical data, including trend analysis
- risk management
- cost-benefit analysis
- strategic thinking
- negotiation
- report writing

Required Knowledge

- organisation's marketing plan
- organisation's services
- data collection and analysis techniques
- basic financial records
- communication models

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:

- undertake appropriate, detailed and thorough research to determine communication objectives using a range of techniques
- develop a communication plan based on the analysis undertaken to provide a strategic direction for communications and promotions in a clear and unequivocal manner
- manage the implementation of the communication plan within the organisation and unit/area
- monitor, evaluate and review the communication plan and prepare a report that includes recommendations for adjustments

Context of assessment

Competency is demonstrated by performance of all stated criteria, with particular attention to the critical aspects 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.

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

Evidence required for demonstration of consistent performance

- 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 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

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.

<i>Forms of communication</i> may include:	<ul style="list-style-type: none"> • fliers, brochures and pamphlets • media products • press releases • posters • kits • public relations materials • invitations • presentations and demonstrations • audio and videotapes • electronic press hits • web sites • focus groups on relevant issues • community programs • guidance materials • descriptions • labels • signs
<i>Promotions</i> may include:	<ul style="list-style-type: none"> • films • multimedia products • seminars and workshops • public forums • special occasions and festivals • performances • open days • ceremonies
<i>The communication plan</i> may include:	<ul style="list-style-type: none"> • the rationale, aims, objectives and expected outcomes in financial and other terms • facilities and equipment needed • target audience • communication and promotion requirements • time constraints • budget allocation • resources, including human resources • staff training
<i>Key stakeholders</i> may include:	<ul style="list-style-type: none"> • government and non-government organizations • community leaders • networks

Feedback mechanisms
may include:

- staff and colleagues
- board or committee of management
- specialist organisation
- media
- partners or potential partners
- senior management
- technical specialists
- surveying clients
- informal discussion
- focus groups

Unit Sector(s)

Administration