



Australian Government

Department of Education, Employment and Workplace Relations

LGADMIN528A Provide advocacy and representation

Release 2

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Modification History

LGADMIN528A Release 2: Layout adjusted.

LGADMIN528A Release 1: Primary release.

Unit Descriptor

This unit covers representing the interests of the council or organisation in forums. The unit outlines the knowledge and skills required to advocate on behalf of the council or organisation, and to represent the issues and interests of the council in forums within the organisation and with the community, individuals and other organisations.

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. Establish the representative role and process</p> | <p>1.1 The role, processes and conditions of <i>representation</i> are determined with <i>individuals and key groups</i>.</p> <p>1.2 Relevant objectives to be pursued are identified in accordance with organisational priorities.</p> <p>1.3 <i>Strategy</i> is developed to provide a framework for pursuing promotion of relevant interests.</p> <p>1.4 Strategy is developed in accordance with legislative and regulatory requirements.</p> <p>1.5 Purpose and objectives of the strategy are clearly determined and promoted.</p> |
| <p>2. Implement the advocacy strategy</p> | <p>2.1 Appropriate strategic alliances are identified and developed.</p> <p>2.2 <i>Opportunities</i> to reflect, promote and represent relevant interests are created in accordance with the strategy.</p> <p>2.3 Collaborative planning and action are promoted and supported.</p> <p>2.4 Potential areas of conflict are identified and strategies are implemented to address them.</p> <p>2.5 Potential impact of decisions is calculated and assessed in terms of objectives and priorities.</p> <p>2.6 Reports and feedback are provided to key people in accordance with organisational requirements.</p> |
| <p>3. Represent the council's position</p> | <p>3.1 A positive image of council is promoted.</p> <p>3.2 Issues, policies and practices are effectively communicated in writing and orally to a range of audiences.</p> <p>3.3 Interpersonal communication meets the needs of the audience and the objectives of the representation.</p> <p>3.4 Council's position is conveyed in a positive manner that contributes to consensus.</p> |
| <p>4. Evaluate effectiveness of representation</p> | <p>4.1 Decisions are analysed and reported against agreed objectives.</p> <p>4.2 Appropriate follow up with key stakeholders is undertaken to obtain feedback to maximise effectiveness.</p> <p>4.3 Adjustments to the strategy are implemented in response to the evaluation.</p> |

Required Skills and Knowledge

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

Required Skills

- written and oral communication
- research and analysis
- policy development
- consultation and networking
- measuring strategic planning and outcomes
- negotiation and mediation
- lobbying
- public speaking
- presenting at formal meetings
- facilitation

Required Knowledge

- local government processes
- community consultation and decision-making processes
- power structures and relationships in the organisation and community
- community development models
- nature and structure of the local government industry
- processes and structures relevant to organisational goals and objectives or work role
- models of negotiation
- models of management and leadership
- complex cultural awareness
- relevant policies at national, state and local levels
- relevant agencies and services that may assist in promoting and advocating
- political lobbying processes
- use of media for advocacy purposes
- how to access key stakeholders
- relevant regulatory, legislative and legal requirements

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:

- determine objectives based on organisational priorities
- develop a strategy to provide a framework for pursuing the promotion of a range of relevant interests as a representative of the organisation
- represent council in a range of contexts
- apply high level skills when representing specific issues within broad organisational, social, political and community structures
- represent individual and group concerns and interests effectively within the organisation and the community.

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 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 understanding
- completion of workplace documentation
- third-party reports from experienced practitioners

Evidence required for demonstration of consistent performance

- 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 formal and informal, involving different type problems and clients.

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>Representation</i> may include: | <ul style="list-style-type: none"> • advancing the interests of the business unit through forums • promoting the interests of the organisation in a wide range of public forums |
| <i>Individuals and key groups</i> may include: | <ul style="list-style-type: none"> • management • councillors • colleagues • rate payers • interest groups • service providers • commercial enterprises • government departments and agencies • experts • policy and decision makers • media • community groups |
| <i>Strategy</i> may include: | <ul style="list-style-type: none"> • public meetings and public profiling • questionnaires and interviews • monitoring trends • development of issues paper and policy • lobbying • focus groups |
| <i>Opportunities</i> may include: | <ul style="list-style-type: none"> • events • publicity • committee membership • public presentations • media • policy development • special meetings and delegations • focus groups |

Unit Sector(s)

Administration