



**Australian Government**

# **MSS405028 Develop a communications strategy to support operations**

**Release: 1**

## MSS405028 Develop a communications strategy to support operations

### Modification History

Release 1. Unit code changed. Application changed. Elements changed. Performance Criteria changed. Foundation Skills populated. Range of Conditions removed. Assessment Requirements changed. Supersedes and is equivalent to MSS405014 Develop a communications strategy to support operations.

### Application

This unit describes the skills and knowledge required to establish a communications strategy to support employees and processes within the implementation of competitive systems and practices.

This unit applies to technical specialists, managers or others who have been given the authority to analyse the information needs of employees and processes, determine internal communication strategies to address these needs and oversee their implementation.

This unit applies to any organisation that is implementing competitive systems and practices.

No licensing or certification requirements exist at the time of publication. Relevant legislation, industry standards and codes of practice within Australia must be applied.

### Pre-requisite Unit

Nil

### Competency Field

Competitive systems and practices

### Elements and Performance Criteria

Elements	Performance Criteria
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Determine information needs of employees and production or operations systems	1.1 Examine competitive systems and practices strategy and determine broad information framework 1.2 Examine production or operational processes and determine information needs of employees and processes 1.3 Examine operational support areas and determine information needs of employees 1.4 Discuss information used and desired with stakeholders, and involve

Elements	Performance Criteria
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
	<p>team and other key personnel in strategy development to promote awareness, learning and commitment</p> <p>1.5 Examine control systems or other data systems to determine their data needs</p>
2. Determine communication needs for contingencies and non-conformances	<p>2.1 Analyse information flow requirements</p> <p>2.2 Determine user information access requirements</p> <p>2.3 Evaluate suitability of communication media for required information flows and access</p> <p>2.4 Determine communication needs for contingencies and non-conformances</p> <p>2.5 Develop strategy options and discuss with relevant stakeholders</p> <p>2.6 Select appropriate strategy or strategies</p>
3. Implement strategy	<p>3.1 Develop a list of what needs to be achieved</p> <p>3.2 Determine resources required to implement strategy</p> <p>3.3 Obtain authority for communication media to be developed</p> <p>3.4 Monitor development of communication media and take appropriate corrective action, as required</p> <p>3.5 Oversee deployment of communication media</p>
4. Monitor communication strategy	<p>4.1 Determine key performance indicators for communication strategy</p> <p>4.2 Monitor indicators to identify effectiveness of strategy</p> <p>4.3 Re-evaluate communication needs on a regular basis</p> <p>4.4 Identify and oversee improvements to communication strategy</p>

## Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

- Reading skills to review workplace documentation and/or communication media
- Writing skills to develop and improve workplace documentation and/or communication media using a range of formats and levels of complexity

- Oral communication skills to discuss information needs with range of stakeholders, oversee implementation and deployment of strategy
- Numeracy skills to interpret key performance indicators to identify improvements.

Other foundation skills essential to performance are explicit in the performance criteria of this unit.

## **Unit Mapping Information**

Release 1. Supersedes and is equivalent to MSS405014 Develop a communications strategy to support operations.

## **Links**

Companion Volume Implementation Guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=5b04f318-804f-4dc0-9463-c3fb9a3fe998>