Australian Government

Department of Education, Employment and Workplace Relations

PSPWPI604B Represent and promote the organisation

Revision Number: 3

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Modification History

Release	TP Version	Comments
3	PSP12V1	Unit descriptor edited.
2	PSP04V4.2	Layout adjusted. No changes to content.
1	PSP04V4.1	Primary release.

Unit Descriptor

This unit covers the competency to represent and promote the organisation in different settings by using a range of communication strategies to achieve desired outcomes. It includes representing the organisation, using communication strategies to achieve desired outcomes and building and maintaining networks and relationships.

In practice, representing and promoting the organisation may overlap with other generalist or specialist public sector work activities such as acting ethically, complying with legislation, applying government systems, managing change, managing diversity, persuading and influencing opinion.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements are the essential outcomes of the unit of competency.

Together, performance criteria specify the requirements for competent performance. Text in **bold italics** is explained in the Range Statement following.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Represent the organisation	1.1 A professional image of the organisation is ***promoted*** in accordance with the organisation's policy and procedures.
	1.2 Information on issues, policies and practices is adapted for different audiences in terms of its range, depth and form of presentation, and is communicated orally and in writing.
	1.3 Advice is developed and provided within the area of responsibility in accordance with organisational policy and procedures.
	1.4 Feedback is obtained on clients' levels of understanding and additional information or explanation is used to clarify issues if required.
2. Use communication strategies to achieve desired outcomes	2.1 ***Communication strategies*** are tailored to the audience and the context.
	2.2 Communication strategies and content are adjusted in response to feedback from clients.
	2.3 When additional personnel are needed to assist with a strategy, they are briefed on the expected outcomes and their role/responsibilities in achieving them.
	2.4 Clients are advised of processes and timelines for receiving information when issues are referred to others for interpretation/advice on complex matters.
3. Build and maintain networks and relationships	3.1 Time is allocated to establish and maintain ***networks*** and work relationships.
	3.2 Information, key people and networks are identified and accessed to assist in achieving work ***outcomes***.
	3.3 Communication channels are established/maintained and information and ideas are exchanged to provide benefits for clients and the organisation.

Required Skills and Knowledge

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

Skill requirements

Look for evidence that confirms skills in:

- communicating with a range of audiences, requiring adaptation of style and language
- questioning to confirm understanding
- interpreting complex written materials
- presenting information
- chairing/facilitating groups
- using mediation
- undertaking negotiation/conflict resolution
- responding to diversity, including disability and gender

Knowledge requirements

Look for evidence that confirms knowledge and understanding of:

- organisational policy, procedures and legislation
- organisational code of conduct
- the industry

Evidence Guide

The Evidence Guide specifies the evidence required to demonstrate achievement in the unit of competency as a whole. It must be read in conjunction with the Unit descriptor, Performance Criteria, the Range Statement and the Assessment Guidelines for the Public Sector Training Package.

Units to be assessed together	• *Pre-requisite* units that must be achieved prior to this unit:*Nil*
	 • *Co-requisite* units that must be assessed with this unit:*Nil*
	 • *Co-assessed units* that may be assessed with this unit to increase the efficiency and realism of the assessment process include, but are not limited to:
	   • PSPETHC601B Maintain and enhance confidence in public service
	   • PSPGOV601B Apply government systems
	   • PSPGOV602B Establish and maintain strategic networks
	   • PSPGOV604A Foster leadership and innovation
	   • PSPGOV605A Persuade and influence opinion
	   • PSPLEGN601B Manage compliance with legislation in the public sector
	   • PSPMNGT605B Manage diversity
	   • PSPMNGT613A Develop partnering arrangements
	   • PSPWPI601B Improve compliance through industry partnerships

Overview of evidence requirements	In addition to integrated demonstration of the elements and their related performance criteria, look for evidence that confirms: • the knowledge requirements of this unit • the skill requirements of this unit • application of the Employability Skills as they relate to this unit (see Employability Summaries in Qualifications Framework) • representation and promotion of the organisation in a range of (3 or more) contexts (or occasions, over time)
Resources required to carry out assessment	These resources include: • legislation, policy, procedures and protocols relating to the public sector, the organisation and workplace legislative compliance • case studies and workplace scenarios to capture the range of situations likely to be encountered when representing and promoting the organisation
Where and how to	Valid assessment of this unit requires:

| **assess evidence** | • a workplace environment or one that closely resembles normal work practice and replicates the range of conditions likely to be encountered when representing and promoting the organisation, including coping with difficulties, irregularities and breakdowns in routine |
| | • representation and promotion of the organisation in a range of (3 or more) contexts (or occasions, over time) |

Assessment methods should reflect workplace demands, such as literacy, and the needs of particular groups, such as:

- people with disabilities
- people from culturally and linguistically diverse backgrounds
- Aboriginal and Torres Strait Islander people
- women
- young people
- older people
- people in rural and remote locations

Assessment methods suitable for valid and reliable assessment of this competency may include, but are not limited to, a combination of 2 or more of:

- case studies
- demonstration
- observation
- portfolios
- questioning
- scenarios
- simulation or role plays
- authenticated evidence from the workplace and/or training courses

For consistency of assessment   Evidence must be gathered over time in a range of contexts to ensure the person can achieve the unit outcome and apply the competency in different situations or environments

Range Statement

The Range Statement provides information about the context in which the unit of competency is carried out. The variables cater for differences between States and Territories and the Commonwealth, and between organisations and workplaces. They allow for different work requirements, work practices and knowledge. The Range Statement also provides a focus for assessment. It relates to the unit as a whole. Text in **bold italics** in the Performance Criteria is explained here.

Groups to which the organisation is **promoted** may include:	• formal and informal gatherings • internal and external clients • professional networks • managers • political groups
Communication strategies may include:	• presentations • promotions • marketing • answering and conveying descriptions, explanations and instructions • consulting and advising • structured interviewing • discussions • negotiating • conflict resolution • chairing and/or participating in meetings • briefings • counselling • advocacy
Networks include:	• formal and informal information groups which are directly related to work activities or make a valuable contribution to effective performance
Desired **outcomes** may include:	• improved compliance with legislation • greater awareness of occupational health and safety and/or injury management and/or workers compensation and/or workplace relations issues • improved networks • enhanced information sources • improved image of the organisation • promotion and marketing of the services provided by the organisation

Unit Sector(s)

Not applicable.

Competency field

Workplace Inspection.