



Australian Government

PUACOM005B Foster a positive organisational image in the community

Release 3

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Modification History

| Release | TP Version | Comments |
|----------------|-------------------|-------------------------------------|
| 3 | PUA12 V2.1 | Editorial changes. |
| 2 | PUA12 V2 | Layout adjusted. Application added. |
| 1 | PUA00 V8.1 | Primary release. |

Unit Descriptor

This unit covers the competency to enable effective two-way communication with the community, and to promote a positive public image.

Application of the Unit

This unit applies to workers who are required to take an active community engagement and education role. It is applicable across an organisation from both a local community and local public safety group level to organisation wide. While all workers should actively foster a positive organisational image, this unit focuses on workers with roles that include planned, active engagement.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

PUATEA004D Work effectively in a public safety organisation (Fire sector specific)

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

1. Promote the organisation in the community

- 1.1 ***Community*** requests for ***information*** or participation are responded to in accordance with the organisation's policies and procedures.
- 1.2 ***Opportunities to*** explain and ***promote*** the organisation's activities are acted on to promote community recognition and support.
- 1.3 Non-routine requests for information are referred to an ***appropriate person***.

2. Represent the organisation in the community

- 2.1 The organisation's position on particular issues is represented in a way which acknowledges community concerns and promotes community awareness.
- 2.2 Communication and presentation to the public enhances the organisation's public image.

3. Advise and involve the community in public safety activities

- 3.1 The community is advised of a range of ***prevention and mitigation techniques***.
- 3.2 Community members are informed and skilled to implement prevention and mitigation activities.
- 3.3 Community is assisted to initiate, develop and conduct prevention and mitigation techniques addressing their own particular needs.

Required Skills and Knowledge

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

Required Skills

- communicating with wide variety of people
- evaluating activities
- interpreting comments
- listening to questions

Required Knowledge

- a range of presentation strategies and techniques
- legislative responsibilities relevant to provision of information
- organisation policy relevant to provision of advice
- organisation's position on current issues
- relevant recording procedures

Evidence Guide

Critical aspects for assessment and evidence required to demonstrate competency in this unit

It is essential for this unit that competence be demonstrated in ability to provide advice on prevention and mitigation techniques in a way that acknowledges community concerns.

Consistency in performance

Evidence should be gathered over a period of time in a range of actual or simulated workplace environments.

Context of and specific resources for assessment

Context of assessment

On the job or in a simulated work environment.

In a Fire Sector specific context, this unit should be assessed with PUAFIR301B Undertake community safety activities.

Specific resources for assessment

Access to promotional/informational material.

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.

- Information*** may include:
- how to participate
 - publicity material
 - contact information
 - prevention and mitigation strategies
- Community*** may include:
- local community
 - business community including a range of ages and persons from culturally and linguistically diverse backgrounds
 - people with a disability
- Opportunities to promote*** may include:
- answering general enquiries
 - presentations at community group gatherings
 - special interest forums
 - other organisation forums
 - community events and festivals
 - participating in conferences
 - representing organisation on associations and committees
 - school visits
- Special promotions*** may include:
- career promotions
 - local shows
 - marches and ceremonies
 - organisation specific weeks and regular state/national events e.g. fire awareness week
 - bluey day
 - shopping mall promotions
- Appropriate person*** may include:
- more senior personnel
 - personnel with specific expertise
 - community liaison officer
 - other organisation
 - bilingual
- Response*** may include:
- referral
 - provide action
 - details of where to access further information
- Prevention and mitigation techniques*** may include:
- dances
 - school/community group visitations/presentations
 - station open days
 - Police Citizens Clubs

- specific co-operative arrangements with community groups
- business owners
- shopping centres/malls
- etc, and should focus on local community safety issues and the fostering of closer linkages/partnership with policy

Unit Sector(s)

Not applicable.