Australian Government

PUACOM011B Develop community awareness networks

Release 3

INDUSTRY
SKILLS
COUNCILS
Creating Australia's Future

PUACOM011B Develop community awareness networks

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 develop appropriate networks within the community to enable the development and implementation of effective public safety awareness activities.

Application of the Unit

This unit applies to workers with a role that includes creating networks within geographically specific communities in order to advance public safety knowledge within that community. This may be relevant to managers of local public safety groups, however may be more relevant to managers responsible for supporting multiple public safety groups within a larger geographical area.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

PUAFIR301B Undertake community safety activities (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. Develop networks within the community	1.1 Individual and group *stakeholders* within the community, and their issues and concerns, are identified.
	1.2 Rapport is established and maintained with appropriate community representatives and groups.
2. Manage public safety awareness activities	2.1 Need for activities is determined.
	2.2 Cooperation and support is enlisted from industry, government and the *community* in planning and initiating special promotions which target the identified needs.
	2.3 Representation for the organisation in public forums and community events is arranged to promote awareness and a positive public image of the organisation.
3. Facilitate community group discussions and formal meetings	3.1 Relevant *information* is provided to the group to facilitate its outcomes.
	3.2 Contributions are sought, acknowledged and encouraged to foster group participation.
	3.3 *Strategies* appropriate to the group are implemented to promote ongoing participation of all group members.
	3.4 Objectives and agendas for meetings are negotiated to assist the community.
	3.5 Meeting procedures are appropriate to the level of formality and the community context.
4. Report on public safety awareness activities	4.1 Community perceptions of organisational personnel and quality of service delivery are consistently monitored by listening to feedback, both direct and via the media.
	4.2 *Public safety awareness* activities are evaluated.
	4.3 Reports detailing activities, results and recommendations are completed and processed in line with organisation guidelines.

Required Skills and Knowledge

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

Required Skills

- analyse and evaluate the effectiveness of public safety awareness activities
- analysing community safety needs
- communicating in a group setting
- communicating with wide variety of people
- establishing networks
- evaluating activities
- facilitating group discussion and participation
- interpreting comments
- listening to questions
- media liaison
- relevant recording procedures
- reporting procedures and standards
- writing reports

Required Knowledge

- a range of presentation strategies and techniques
- activities and level of community activity of various organisations in the community
- fairs and events
- how to identify leaders/stakeholders representatives'
- legislative considerations and organisation standards relevant to communication and provision of information
- organisation policy relevant to provision of advice
- possible implications of community festivals
- possible protocols and procedures
- promotional techniques and methods
- role
- small group dynamics

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 the identification and establishment of networks relevant to the development and implementation of public safety awareness activities.

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.

Specific resources for assessment

No special requirements.

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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.

Stakeholders may include:	• local community • service clubs • neighbourhood watch • ethnic groups • festival and show committees • sporting groups • tourist industry • local businesses • chambers of commerce • local facility management
Community includes:	• local community • business community and will include a range of ages and a diversity of cultural, linguistic and ethnic backgrounds
Information may include:	• how to manage public safety risks
Opportunities to promote may include:	• presentations at community group gatherings • special interest forums • other organisation forums • community events and festivals • speaking at seminars • participating in conferences • representing organisation on associations and committees
Public safety awareness may include:	• career promotions • local shows • marches and ceremonies • organisation - specific weeks and regular state/national events e.g. fire safety week • bluey day • shopping mall promotions • processes derived from models such as community fire guard • Neighbourhood Watch and Landcare
Appropriate person may include:	• more senior personnel • personnel with specific expertise • community liaison officer • other organisation and bilingual personnel

Public safety awareness activities should be evaluated in terms of:	• their costs and benefits
Identification of needs may include:	• surveys • questionnaires • research • policy directive from management
Appropriate media and equipment may include:	• whiteboard • overhead projectors • slides • multi-media • electronic whiteboard • computerised slide presentation • organisation technical equipment • models • dummies • microphones
Appropriate presentation techniques style and language may include:	• recognised group presentation techniques including audience participation • questioning • activities • change of pace • use of range of equipment • level of formality appropriate to group/own position • language appropriate to age • language level of group
Strategies may include:	• encouragement • reinforcement • icebreakers • active physical involvement
Records may include:	• minutes of meetings • diarised entries • formal reports • proformas
Response may include:	• refer • provide advice • details of where to access further information

Unit Sector(s)

Not applicable.