



Australian Government

SFICPL309 Conduct fisheries management awareness programs

Release: 1

SFICPL309 Conduct fisheries management awareness programs

Modification History

Release	Comments
Release 1	This version released with SFI Seafood Industry Training Package Version 1.0.

Application

This unit of competency describes the skills and knowledge required to prepare, deliver and evaluate fisheries management awareness programs for commercial, recreational and traditional fishers and the general public.

The unit applies to individuals who are responsible for raising awareness of fisheries management related matters, including ethical and sustainable fishing practices, compliance and Indigenous land rights, based on the specific needs for industry and the community.

All work must be carried out to comply with workplace procedures, according to state/territory health and safety, biosecurity and environmental regulations, legislation and standards that apply to the workplace.

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

Pre-requisite Unit

Nil

Unit Sector

Compliance (CPL)

Elements and Performance Criteria

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Plan awareness programs	1.1 Determine objectives of program in consultation with relevant personnel 1.2 Identify and obtain resources within organisation that support the promotion and awareness program

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
	1.3 Develop draft program structure that considers target group, location and message, and gain feedback from relevant personnel 1.4 Finalise program, incorporating feedback as required 1.5 Source and organise appropriate venue, presentation equipment and marketing materials for target group
2. Deliver awareness programs	2.1 Present information in a clear and logical sequence appropriate for target group 2.2 Use presentation equipment and marketing aids and materials in an effective manner to assist participants in understanding messages 2.3 Use case studies for descriptive purposes where appropriate 2.4 Provide opportunities for participants to ask questions to clarify points, and opportunities to discuss issues 2.5 Answer questions and refer queries outside the area of responsibility or expertise to relevant personnel
3. Evaluate effectiveness of awareness programs	3.1 Seek and analyse feedback from participants 3.2 Review own performance against objectives and participant feedback 3.3 Review suitability of approach, content and outcomes of presentation as guide for further programs 3.4 Use evaluation outcomes to make improvements to further awareness programs

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria.

Skill	Description
Numeracy	Interprets and integrates fisheries management data into presentation materials
Reading	Analyses resources to identify key points for inclusion in information materials and presentations

Skill	Description
Oral communication	• Uses appropriate language to present information
Writing	• Develops program structures
Navigate the world of work	• Applies knowledge of legislation and policies relevant to ethical and sustainable use of marine and freshwater environments

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
SFICPL309 Conduct fisheries management awareness programs	Not applicable	New unit	No equivalent unit

Links

Companion Volumes, including Implementation Guides, are available at VETNet: -
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=e31d8c6b-1608-4d77-9f71-9ee749456273>