



Australian Government

BSBGOV506 Manage advocacy for your organisation

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 2.0.

Application

This unit describes the skills and knowledge required to promote the services of your organisation as a board or committee member.

It applies to individuals responsible for advocating for an organisation as members of committees or boards of governance.

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

Unit Sector

Regulation, Licensing and Risk – Governance

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Identify need for advocacy	1.1 Assess trends relevant to geographic, social or political contexts to determine how they relate to the organisation 1.2 Provide management and organisational board or committee members with information about options for meeting identified organisational needs via advocacy 1.3 Assist management and organisational board or committee members to identify the organisation's preferred options for advocacy 1.4 Develop advocacy strategies, timelines and reporting requirements in consultation with management and organisational board or committee members
2. Promote the	2.1 Promote organisational objectives in a manner that has been agreed

ELEMENT	PERFORMANCE CRITERIA
organisation	to by the board or committee in appropriate forums 2.2 Make contact with stakeholders nominated by the board or committee and promote organisational objectives 2.3 Document promotional activity
3. Review advocacy activity	3.1 Review the advocacy activity at the nominated time and evaluate its success in terms of achieving organisational goals 3.2 Discuss achievements with management and organisational board or committee members and make appropriate amendments to future advocacy activity

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1, 3.1	- Interprets various texts to guide activities and decisions - Analyses and evaluates validity of information to identify gaps or inconsistencies between texts
Writing	2.3	Collates and compiles material using clear and detailed language to convey specific information, requirements and recommendations
Oral Communication	1.2-1.4, 2.1, 2.2, 3.2	- Participates in a variety of spoken exchanges using suitable tone, language and strategies to confirm, clarify or repair understanding - Make constructive suggestions when required - Elicits views and opinions of others by active listening and questioning
Navigate the world of work	1.2, 1.3, 2.1, 2.2, 3.1, 3.2	- Takes personal responsibility for adherence to legal/regulatory responsibilities relevant to own work context, and draws attention to any issues that may affect the organisation as a whole - Recognises and follows explicit and implicit protocols and meets expectations associated with own role
Interact with others	1.2-1.4, 2.1, 2.2, 3.2	Follows accepted communication practices and protocols, adjusting personal communication style in response to values, beliefs and cultural expectations of

		others
Get the work done	1.2-1.4, 2.1-2.3, 3.1, 3.2	• Develops plans to manage relatively complex tasks with an awareness of how they may contribute to longer term operational strategic goals • Makes a range of critical and non-critical decisions in relatively complex situations, taking a range of constraints into account • Recognises and addresses some unfamiliar problems of increasing complexity within own scope, recognising when to seek expertise of others

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBGOV506 Manage advocacy for your organisation	Not applicable	New unit	No equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>

Assessment Requirements for BSBGOV506 Manage advocacy for your organisation

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Performance Evidence

Evidence of the ability to:

- develop advocacy plans for an organisation based on :
 - objectives
 - strategies
 - promotional activity
- communicate effectively with board or committee members, and stakeholders on organisational promotion
- put processes in place to ensure that organisational advocacy strategies specified by the management and an organisation's board or committee are carried out
- ensure adherence to the following:
 - promotional timelines
 - promotion at appropriate forums and visits
- document advocacy activity
- review and evaluate the success of organisational advocacy strategies.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- outline organisational advocacy strategy
- list promotional consultation methods
- explain the concept of advocacy and how it may impact organisational stakeholder communication requirements
- explain effective advocacy strategies
- explain how activity may be coordinated to maximise the effectiveness of advocacy

- identify geographic, social, economic and political contexts in which particular organisations operate and how these may impact stakeholder advocacy
- outline information gathering, analysis and presentation methods
- describe organisational policies and procedures on advocacy
- list relevant protocols when communicating with stakeholders
- outline documentation requirements with regard to finance reporting requirements and finance procedures.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical committee or board of governance activities and include access to:

- examples of organisational advocacy strategies.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

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