



Australian Government

Department of Education, Employment and Workplace Relations

BSBWRK403A Communicate with workers

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to communicate effectively with workers on a one to one basis and in groups in order to move them towards union membership, involvement, collectivism and activism. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
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Application of the Unit

Application of the unit	This unit applies to individuals who have knowledge of unionism and industrial relations, and a commitment to advancing social justice principles. They provide leadership and guidance to workers and union members.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Build relationship with workers	1.1. Use <i>effective communication techniques</i> to initiate contact with workers 1.2. Ascertain <i>information</i> about workers and the workplace 1.3. Encourage workers to communicate between themselves 1.4. Identify <i>barriers</i> to union membership and activism 1.5. Undertake <i>analyses of issues</i>
2. Motivate workers	2.1. Make <i>responses</i> to workers' objections 2.2. Explain the benefits of acting collectively 2.3. Use <i>motivational techniques</i>
3. Make presentations	3.1. Plan venue and equipment for the presentation 3.2. Publicise presentation to target groups of workers 3.3. Present relevant information clearly, accurately and appropriately to the needs of the workers 3.4. Utilise appropriate <i>visual aids</i> to enhance the presentation 3.5. Handle workers' questions and comments appropriately during the presentation

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- work within organising frameworks
- culturally appropriate communication skills to relate to people from diverse backgrounds and people with diverse abilities
- group presentation skills
- interpersonal skills to listen effectively and to ask questions.

Required knowledge

- awards and agreements
- contemporary issues for workers
- occupational health and safety
- union campaigns
- union enrolment procedures and costs
- union rules, policies, practices and protocols
- union services.

Evidence Guide

EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

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

Evidence of the following is essential:

- demonstration of a range of techniques that have led to increases in union membership or collective action which advances the members' causes
- knowledge of union rules, policies, practices and protocols.

Context of and specific resources for assessment

Assessment must ensure:

- access to equipment for making presentations
- examples of one-to-one and group communication with workers
- support from union officials.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- analysis of responses to case studies and scenarios
- demonstration of techniques
- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- observation of demonstrated techniques in communicating with workers and making presentations
- observation of presentations
- oral or written questioning to assess knowledge of awards and agreements
- review of information ascertained about workers and the workplace
- evaluation of explanations of the benefits of acting collectively
- review of how presentations were publicised to target groups of workers.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended,

EVIDENCE GUIDE

for example:

- other workplace relations units.

Range Statement

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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Effective communication techniques may include:

- active listening
- building rapport
- establishing own role and purpose of visit in a way that interests the worker
- initiating contact

Information may include:

- attitudes to the union
- job roles and responsibilities
- number of workers
- past work experience
- period of employment/average length of employment

Barriers may include:

- acceptance of status quo
- cost
- current attitudes to unions
- disempowerment
- fear
- lack of critical awareness
- lack of understanding of unions
- past experiences
- time

Analyses of issues may include:

- how it affects other workers
- whether it is a real issue
- whether it is deeply or widely felt
- whether it will motivate the worker
- whether it is winnable

Responses may include:

- answering the objections
- equalising the barriers or objections
- exploring the barriers or objections
- recognising and acknowledging that the objection is real for that person

Motivational techniques may include:

- assisting workers to reflect on their issues
- coaching and mentoring

RANGE STATEMENT	
	• exploring options for change • questioning workers about how they feel • responding empathically
Visual aids may include:	• computer-based presentations • flip charts and whiteboards • handouts • overhead transparencies • posters • videos

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Workforce Development - Workplace Relations
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Co-requisite units

Co-requisite units		