



Australian Government

Department of Education, Employment and Workplace Relations

BSBWRK502A Represent the union in key forums

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 take a lead role in representing the union and its positions on key issues. 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 with a sound theoretical knowledge base in unionism and industrial relations who provide leadership to members and staff in the union workplace. They carry high levels of responsibility and are authorised to speak on behalf of the union.
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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. Represent the union	1.1. Confirm authority to speak on behalf of the union 1.2. Source advice and opinions from key stakeholders and experts if and when required 1.3. Accurately cite relevant policies and positions in public communications 1.4. Utilise <i>opportunities</i> to promote a positive image of the union
2. Positively influence attitudes and opinions	2.1. Express issues clearly and succinctly 2.2. Ensure communication style is appropriate to audience interests and concerns 2.3. Use techniques to gain interest of audience 2.4. Ensure written and audio-visual information is accurate, well structured, easy-to-follow and engaging 2.5. Select communication channels and utilise to reach intended audience
3. Build networks to promote the union	3.1. Identify key individuals and organisations as useful to the union's objectives 3.2. Establish and maintain effective formal and informal <i>networks</i> for the mutual benefit of the union and other parties

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- high level communication, presentation and negotiation skills to present to audiences, to deal with the media, to generate interest and enthusiasm from an audience and to relate union issues to wider public issues
- innovation skills to find new and interesting ways to create interest in key messages
- leadership skills to inspire others and to persuade people with convincing arguments.

Required knowledge

- current affairs and politics, including:
 - broad-scale knowledge of current political issues and topics
 - awareness of the political and judicial systems
- defamation and other relevant laws
- the media, including:
 - processes for obtaining media coverage, including media protocols
 - individuals within the media and their areas of expertise and responsibility
- the union and its policies and procedures, including:
 - structure, staffing profile, etc.
 - processes for determining policies and positions
 - content of policies
- unions, including:
 - coverage of workforce
 - history
 - principles.

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 the ability to represent the union and to put across convincing messages and arguments that are of key importance to the union in a range of forums
- detailed knowledge of current industrial issues that relate to the given union, and union policies and procedures.

Context of and specific resources for assessment

Assessment must ensure:

- access to an actual workplace or simulated environment
- examples of scenarios in key forums that require effective union representation.

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:

- 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 public speaking
- review of public communications
- review of written and audio-visual information
- evaluation of communication channels used to reach intended audience.

Guidance information for assessment

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

Opportunities to promote the union may include:

- adding items to meeting agendas
- appearing on television
- calling in to talkback radio or being interviewed on radio
- including text in journals and newsletters
- speaking at forums, conferences and meetings, including peak bodies
- utilising technology, links to websites, etc.
- writing letters to the editor, getting articles in newspapers and using paid print advertisements

Networks may include:

- community groups
- journalists and other media personnel
- other unionists/unions
- politicians/political parties
- researchers and academics
- specialist groups which have relevance to the union's industry

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		