



Australian Government

CHCCOM003 Develop workplace communication strategies

Release: 2

CHCCOM003 Develop workplace communication strategies

Modification History

Release	Comments
Release 2	This version was released in <i>CHC Community Services Training Package release 3.0</i> . Amended modification history and mapping. Equivalent outcome.
Release 1	This version was released in <i>CHC Community Services Training Package release 2.0</i> and meets the requirements of the 2012 Standards for Training Packages. New Unit. Also refer to CHCCOM004.

Application

This unit describes the skills and knowledge required to develop communication protocols for a team or business unit.

This unit applies to workers responsible for overseeing the communication of organisation-specific information to a range of internal and external stakeholders.

The skills in this unit must be applied in accordance with Commonwealth and State/Territory legislation, Australian/New Zealand standards and industry codes of practice.

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

Elements define the essential outcomes

Performance criteria describe the performance needed to demonstrate achievement of the element

1. Develop communication strategies

- 1.1 Identify internal and external information needs
- 1.2 Identify competing or conflicting interests
- 1.3 Develop a range of communication strategies to meet organisation needs and goals
- 1.4 Develop a communication plan

2. Establish communication

- 2.1 Identify processes for adapting communication

ELEMENT**PERFORMANCE CRITERIA**

Elements define the essential outcomes

protocols

Performance criteria describe the performance needed to demonstrate achievement of the element

strategies to suit a range of contexts

2.2 Develop processes and protocols in line with communication strategies

2.3 Prepare information and resources to support the implementation of communication protocols

3. Promote the use of communication strategies

3.1 Present information to staff regarding communication strategies, protocols and organisation standards

3.2 Model effective oral and written communication and provide mentoring and/or coaching to staff

3.3 Maintain work-related networks and relationships to meet organisation objectives

4. Review communication practices

4.1 Obtain feedback from others to assess communication outcomes

4.2 Record lessons learnt and identify opportunities for continuous improvement

Foundation Skills

The Foundation Skills describe those required skills (language, literacy, numeracy and employment skills) that are essential to performance.

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=5e0c25cc-3d9d-4b43-80d3-bd22cc4f1e53>

Assessment Requirements for CHCCOM003 Develop workplace communication strategies

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Performance Evidence

The candidate must show evidence of the ability to complete tasks outlined in elements and performance criteria of this unit, manage tasks and manage contingencies in the context of the job role. There must be demonstrated evidence that the candidate has:

- developed and presented 1 new communication strategy and associated protocols for a business unit or team
- developed and implemented 1 strategy for using digital media to provide information and promote organisation to clients

Knowledge Evidence

The candidate must be able to demonstrate essential knowledge required to effectively complete tasks outlined in elements and performance criteria of this unit, manage the task and manage contingencies in the context of the work role. This includes knowledge of:

- political, economic, social and technological factors
- competitors
- stakeholders
- organisational business and strategic plans
- SWOT analysis (strengths, weaknesses, opportunities and threats)
- legal and ethical considerations relating to communication:
 - privacy, confidentiality and disclosure
 - discrimination
 - duty of care

- mandatory reporting
- informed consent
- organisation communication channels, including:
 - special communication needs of personnel
 - organisation processes and hierarchy
 - official communication channels
 - existing organisation protocols and etiquette for communication
 - possible communication barriers, restraints, difficulties
- a range of different communication strategies and plans including crisis communication plans
- financial implications including budgeting and return on investment
- mentoring and coaching principles and practices
- traditional media
- digital media including types, etiquette and marketing
- evaluation processes

Assessment Conditions

Skills must have been demonstrated in the workplace or in a simulated environment that reflects workplace conditions. The following conditions must be met for this unit:

- use of suitable facilities, equipment and resources, including use of real workplace policies and procedures
- modelling typical workplace conditions, including:
 - interactions with clients and co-workers from a range of diverse backgrounds
 - presentations to groups of at least 3 people
 - typical workplace reporting processes
 - use of presentation media

Assessors must satisfy the Standards for Registered Training Organisations (RTOs) 2015/AQTF mandatory competency requirements for assessors.

Links

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