



Australian Government

CHCPRP004 Promote and represent the service

Release: 1

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Modification History

Release	Comments
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. Significant changes to the elements and performance criteria. New evidence requirements for assessment, including volume and frequency. Significant change to knowledge evidence.

Application

This unit describes the skills and knowledge required to promote and represent the organisation to the community, including developing responses to negative publicity and perception.

The unit applies to work in all industry sectors, and to individuals who work with significant autonomy, most likely in management roles.

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

Elements define the essential outcomes

PERFORMANCE CRITERIA

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

- | | |
|--|---|
| 1. Promote the service to the community | <ul style="list-style-type: none">1.1 Identify, access and analyse information that informs promotional activities1.2 Identify and target community stakeholders and their particular interests1.3 Provide accurate and positive information to the community about the service1.4 Facilitate opportunities for the community to view and contribute to the service1.5 Target communications to areas where the profile needs raising or clarifying1.6 Prepare and use community information materials and resources1.7 Develop information campaigns to address particular issues1.8 Encourage staff to participate in appropriate forums |
| 2. Represent the service | <ul style="list-style-type: none">2.1 Clearly and accurately communicate the philosophy, purpose, policies and procedures of the service within scope of own role2.2 Promote the organisation consistently to external bodies that affect service operations, role and funding2.3 Identify and use opportunities for promotion constructively2.4 Respond to, and follow up questions and concerns about the service2.5 Represent the service's need for resources to appropriate forums and organisations2.6 Represent the perspective and experience of the service to relevant forums and organisations |
| 3. Respond to negative publicity and perceptions | <ul style="list-style-type: none">3.1 Seek advice from stakeholders and supporters in the community3.2 Nominate a spokesperson to represent the service3.3 Ensure communications used do not exacerbate existing negative perceptions3.4 Review organisation policies in light of issues raised3.5 Analyse negative publicity and perceptions about the |

ELEMENT**PERFORMANCE CRITERIA**

Elements define the essential outcomes

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

1. Promote the service to the community

1.1 Identify, access and analyse information that informs promotional activities

1.2 Identify and target community stakeholders and their particular interests

1.3 Provide accurate and positive information to the community about the service

1.4 Facilitate opportunities for the community to view and contribute to the service

1.5 Target communications to areas where the profile needs raising or clarifying

1.6 Prepare and use community information materials and resources

1.7 Develop information campaigns to address particular issues

1.8 Encourage staff to participate in appropriate forums service and develop and implement a strategy to deal with these issues

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 CHCPRP004 Promote and represent the service

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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 evidence that the candidate has:

- represented at least 1 community sector organisation and its philosophies, purpose and policies to the community through a range of methods, including at least 1 of each of the following:
 - written materials, publications or fact sheets
 - forums, workshops or presentations
- developed strategies to address at least 2 examples of negative publicity or perception

Knowledge Evidence

The candidate must be able to demonstrate essential knowledge required to effectively do the task 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:

- legal and ethical considerations for service promotion and representation, including:
 - copyright and intellectual property
 - privacy, confidentiality and disclosure
- promotion and representation:
 - similarities and differences
 - when and how each are used
 - key stakeholders involved
- professional networks in the area of work

- industry structure and interrelationships between different organisations, both public and private
- current issues, concerns and debates relevant to the area of work
- key aspects of planning for community promotion and engagement:
 - setting objectives
 - profiling the community/stakeholders
 - identifying potential partnerships
 - developing consultation and communication strategies:
 - styles and types of communication and their suitability for different situations
 - different types of media
 - different levels of community involvement
- strategies for representation of the service
- techniques and considerations for developing written information resources
- fundamental principles of public relations and issues management

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 organisation information as basis for activities
- modelling of industry operating conditions, including presence of situations that allow interactions with individuals and organisations

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

Links

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