



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

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
2. Represent the service
 - 2.1 Clearly and accurately communicate the philosophy, purpose, policies and procedures of the service within scope of own role
 - 2.2 Promote the organisation consistently to external bodies that affect service operations, role and funding
 - 2.3 Identify and use opportunities for promotion constructively
 - 2.4 Respond to, and follow up questions and concerns about the service
 - 2.5 Represent the service's need for resources to appropriate forums and organisations
 - 2.6 Represent the perspective and experience of the service to relevant forums and organisations
3. Respond to negative publicity and perceptions
 - 3.1 Seek advice from stakeholders and supporters in the community
 - 3.2 Nominate a spokesperson to represent the service
 - 3.3 Ensure communications used do not exacerbate existing negative perceptions
 - 3.4 Review organisation policies in light of issues raised
 - 3.5 Analyse negative publicity and perceptions about the

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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>