



Australian Government

Department of Education, Employment and Workplace Relations

CHCORG615D Promote the organisation

Release: 1

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Modification History

Not Applicable

Unit Descriptor

Descriptor

This unit describes the knowledge and skills required to develop and implement promotional strategies and activities to maximise organisation's effectiveness

Application of the Unit

Application

The skills described in this unit may be applied across a range of community services workplace contexts

Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Not Applicable

Employability Skills Information

Employability Skills

This unit contains Employability Skills

Elements and Performance Criteria Pre-Content

Elements define the essential outcomes of a unit of competency.

The Performance Criteria specify the level of performance required to demonstrate achievement of the Element. Terms in *italics* are elaborated in the Range Statement.

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

1. Design and implement a promotional strategy

- 1.1 Develop and maintain a profile of all potential users of the organisation as part of the organisation strategic and business plan
- 1.2 Assess and obtain *resources required* to effectively promote the service
- 1.3 Develop *promotional materials* and make them accessible to all target groups

2. Monitor, evaluate and review the promotion strategy

- 2.1 Set and monitor goals for service use by identified client groups in accordance with organisation procedures
- 2.2 Establish and use *feedback mechanisms* to review and evaluate the impact of service provision and promotional strategies
- 2.3 Adjust service provision and promotional activities as appropriate

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This describes the essential skills and knowledge and their level required for this unit.

Essential knowledge:

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 identified work role

These include knowledge of:

- Factors which lead to a client being eligible and having priority for service
- Factors which might hinder access to service
- Funding program guidelines
- Marketing/promotional techniques appropriate to the client group and community
- Organisation guidelines for service
- Range of local community services and health agencies
- The users and potential users of the service considering cultural backgrounds, social circumstances, range of abilities and disabilities

Essential skills:

It is critical that the candidate demonstrate the ability to:

- Effectively promote the organisation using appropriate strategies

In addition, the candidate must be able 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 identified work role

These include the ability to:

- Demonstrate application of skills in:
 - research
 - marketing/promotion
 - communication
 - networking
 - research

REQUIRED SKILLS AND KNOWLEDGE

- budgeting
- report writing
- evaluation
- presentations
- negotiation
- Promote effective principles and practices to enhance sustainability in the workplace, including environmental, economic, workforce and social sustainability

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, the Range Statement and the Assessment Guidelines for this Training Package.

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

- The individual being assessed must provide evidence of specified essential knowledge as well as skills
- This unit is most appropriately assessed in the workplace or in a simulated workplace and under the normal range of workplace conditions
This may include the use of languages other than English and alternative communication systems
- It is recommended that assessment take place on more than one occasion to ensure that all aspects of promotion are assessed i.e. design, monitor and evaluate promotional strategy

EVIDENCE GUIDE

- Access and equity considerations:*
- All workers in community services should be aware of access, equity and human rights issues in relation to their own area of work
 - All workers should develop their ability to work in a culturally diverse environment
 - In recognition of particular issues facing Aboriginal and Torres Strait Islander communities, workers should be aware of cultural, historical and current issues impacting on Aboriginal and Torres Strait Islander people
 - Assessors and trainers must take into account relevant access and equity issues, in particular relating to factors impacting on Aboriginal and/or Torres Strait Islander clients and communities
- Context of and specific resources for assessment:*
- This unit can be assessed independently, however holistic assessment practice with other community services units of competency is encouraged
 - Resource requirements for assessment of this unit include access to:
 - an appropriate workplace where assessment can be conducted or simulation of realistic workplace setting for assessment
- Method of assessment:*
- Assessment may include observations, questioning and evidence gathered from the workplace e.g. Promotional material developed, written strategies for targeting audience etc

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. Add any 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.

RANGE STATEMENT

- Resources required will include:*
- Staff and physical equipment/materials required to promote the organisation effectively
- Promotional materials will include:*
- Activities such as workshops/forums/presentations/information displays
 - Articles or advertisements in local or national media
 - Information about the funding program and organisation eligibility criteria
- Appropriate people will include:*
- Clients
 - Colleagues
 - Community health workers
 - Funding bodies
 - Other key stakeholders
 - Other related service providers as appropriate
- Feedback mechanisms may include:*
- Surveying clients by questionnaire, informal discussion and/or focus groups

Unit Sector(s)

Not Applicable