



Australian Government

CPCCBBC4030 Analyse and communicate industry information

Release: 1

CPCBC4030 Analyse and communicate industry information

Modification History

- Release 1 This version first released with CPC Construction, Plumbing and Services Training Package Release 5.0.
- Supersedes and equivalent to CPCBC4030A Analyse and communicate industry information. Updated to meet the Standards for Training Packages 2012.

Application

This unit of competency specifies the skills and knowledge required to research, analyse and communicate information about the building and construction industry environment and opportunities. It includes identifying competition and informing clients of investment opportunities.

It applies to sales consultants and other professionals within the building and construction industry responsible for the marketing and sale of new residential or commercial constructions.

This unit of competency is suitable for people operating with autonomy. A person working at this level would be expected to take responsibility for analysing and communicating industry information.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil.

Unit Sector

Building and Construction

Elements and Performance Criteria

Elements describe the essential outcomes.

Performance criteria describe what needs to be done to demonstrate achievement of the element.

- | | |
|---|--|
| 1 Review building industry environment. | 1.1 Identify the internal and external operating factors of the building and construction operating environment. |
| | 1.2 Identify economic factors impacting on the housing |

- industry.
- 1.3 Collate information on geographic location of new subdivisions and characteristics and availability of land.
 - 1.4 Research the impact of social factors affecting the building and construction industry.
 - 1.5 Recognise and note personal perceptions of potential clients.
- 2 Identify competition to building and investment.
- 2.1 Investigate financial factors that support and oppose investment.
 - 2.2 Identify strengths and weaknesses of other competitive markets which compete for investments.
 - 2.3 Analyse industry products or services to benefit the customer.
 - 2.4 Determine the capacity to meet potential client requirements.
- 3 Communicate industry information.
- 3.1 Use organisational operating structures and industry productivity information effectively to attract customers.
 - 3.2 Interact and engage with the client to determine their needs.
 - 3.3 Explain the benefits of the industry's housing as a form of investment.
 - 3.4 Communicate the competitive nature of the industry marketplace as a strength benefiting the client.
 - 3.5 Explain alternative opportunities in speculative and project construction to the client.

Foundation Skills

As well as the foundation skills explicit in the performance criteria of this unit, candidates require:

- communication skills to:

- use appropriate protocols and conventions to communicate with a broad range people
- listening skills to:
 - process information and avoid misinterpretation of client requirements.

Unit Mapping Information

Supersedes and equivalent to CPCCB4030A Analyse and communicate industry information.

Links

Companion volumes to this training package are available at the VETNet website -
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=7e15fa6a-68b8-4097-b099-030a5569b1ad>

Assessment Requirements for CPCBC4030 Analyse and communicate industry information

Modification History

- Release 1 This version first released with CPC Construction, Plumbing and Services Training Package Release 5.0.
- Supersedes and equivalent to CPCBC4030A Analyse and communicate industry information. Updated to meet the Standards for Training Packages 2012.

Performance Evidence

To demonstrate competency, a candidate must meet the elements and performance criteria of this unit by researching, preparing and submitting a current market analysis for the local region.

In doing this, the candidate must:

- outline the external and internal operating environment of the building and construction industry
- identify and evaluate economic and social factors impacting the local area, and perceptions of potential clients
- analyse the strengths and weaknesses of competing investment markets and opportunities
- provide detailed information to effectively meet client requirements
- adhere to organisational ethical and probity standards.

Knowledge Evidence

To be competent in this unit, a candidate must demonstrate knowledge of:

- characteristics of the marketplace which influence an individual's decision to invest in a building:
 - interest rate movements
 - perceptions about the investment value of the completed property
 - perceptions about the resale value of the property
 - perceptions about the value of the currency and possible movements
 - speculative ambitions
- economic factors, circumstances and seasonal factors that influence the volume of housing sales:
 - level of economic activity
 - availability of finance
 - current interest rates

- competition for finance
- share market
- effects of investments for rental properties
- investor's personal perceptions:
 - about the investment value of the completed property
 - about the resale value of the property
 - about the value of the currency and possible movements
 - of potential interest rate movements
 - speculative ambitions
- influences effecting the capacity to meet client requirements:
 - availability of labour and materials
 - current financial situation
 - current order levels
 - projects already committed
- industry market segments and product range:
 - apartments
 - duplexes and triplexes
 - existing real estate properties
 - high-rise apartments
 - high-rise construction
 - holiday homes and resorts
 - mobile homes
 - retirement villages
 - terrace housing
- purchasing patterns and other socioeconomic factors:
 - business confidence
 - job security or insecurity
 - level of socioeconomic activity
 - migration
- government building and construction regulations, standards and codes
- legal and contractual requirements relating to building and construction.

Assessment Conditions

Assessors must meet the requirements for assessors contained in the Standards for Registered Training Organisations.

Assessment can be undertaken in the workplace or in a simulated workplace environment.

A simulated environment is one that realistically replicates workplace conditions, materials and equipment, interactions with others and workplace irregularities, and which meets industry standards for safety and environmental practices.

Candidates must have access to:

- relevant government building and construction and contract legislation
- current building and construction codes and standards
- construction drawings and specifications
- organisational policies and procedures and other quality documentation required to undertake the performance criteria and assessment requirements
- digital devices, applications and software to transmit and receive information electronically.

Links

Companion volumes to this training package are available at the VETNet website -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=7e15fa6a-68b8-4097-b099-030a5569b1ad>