



Australian Government

Department of Education, Employment and Workplace Relations

CPCCBBC4030A Analyse and communicate industry information

Release: 1

CPCCB4030A Analyse and communicate industry information

Modification History

Not Applicable

Unit Descriptor

Unit descriptor This unit of competency specifies the outcomes required to analyse and communicate information about the industry environment and opportunities. This unit extends the information base for the sales process and furthers the ability of the salesperson to sell the industry and its products to the community.

Application of the Unit

Application of the unit This unit of competency supports the needs of sales consultants and other professionals within the building and construction industry responsible for the marketing and sale of new residential or commercial constructions.

Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Review external and internal industry operating environments.	1.1. Factors forming external operating environment are identified. 1.2. Economic factors impacting on the housing industry are understood and taken into account. 1.3. Knowledge of the availability of land, characteristics of new subdivisions and geographic location is demonstrated. 1.4. Impact of social factors affecting the industry are understood and taken into account. 1.5. Personal perceptions of potential clients are recognised and noted. 1.6. Capacity to meet requirements of the client, of the industry and the building and construction company, are understood and factored into communications with the client.
2. Identify and evaluate competition to building and investment.	2.1. Factors that provide competition for finance are understood. 2.2. Other markets which compete for investments are identified and their strengths and weaknesses analysed and understood.
3. Identify and communicate the benefits of the industry's operating structure.	3.1. Benefits of the industry's subcontracting system are explained to clients. 3.2. Competitive nature of the industry marketplace is identified as a strength benefiting the client. 3.3. Alternative opportunities in speculative and project construction are explained to the customer. 3.4. Company operating structures and industry productivity information are used effectively to attract customers.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

Required skills for this unit are:

REQUIRED SKILLS AND KNOWLEDGE

- apply numeracy skills to workplace requirements
- communication skills to:
 - enable clear and direct communication, using questioning to identify and confirm requirements, share information, listen and understand
 - provide information to clients
 - identify client requirements
 - use and interpret non-verbal communication
 - use language and concepts appropriate to cultural differences
- listening and questioning skills to avoid misinterpretation of client requirements.

Required knowledge

Required knowledge for this unit is:

- economic circumstances and seasonal factors that influence the volume of housing sales
- effect of body language and personal appearance on client attitudes and behaviour
- industry, including market segments and product range
- purchasing patterns and other socioeconomic data
- types of potential customers and the factors which stimulate their decision to purchase a new dwelling.

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, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

This unit of competency could be assessed by the preparation and submission of a current market analysis for the local region, outlining the external operating environment, competition and local opportunities.

This unit of competency can be assessed in the workplace or a close simulation of the workplace environment, provided that simulated or project-based assessment techniques fully replicate construction workplace conditions, materials, activities, responsibilities and procedures.

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

A person who demonstrates competency in this unit must be able to provide evidence of the ability to:

- demonstrate understanding of external operating environment, economic and social factors and associated issues, such as land availability, which relate to housing sales
- understand internal factors which can affect construction planning
- sell benefits of housing construction to clients as a form of investment
- understand importance of adhering to organisational ethics and probity standards
- provide detailed information to clients effectively and efficiently.

Context of and specific resources for assessment

This competency is to be assessed using standard and authorised work practices, safety requirements and environmental constraints.

Assessment of essential underpinning knowledge will usually be conducted in an off-site context.

Assessment is to comply with relevant regulatory or Australian standards' requirements.

Resource implications for assessment include:

- documentation that should normally be

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available in either a building or construction office

- relevant codes, standards and government regulations
- office equipment, including calculators, photocopiers and telephone systems
- a technical reference library with current publications on measurement, design, building construction and manufacturer's product literature
- a suitable work area appropriate to the construction process.

Reasonable adjustments for people with disabilities must be made to assessment processes where required. This could include access to modified equipment and other physical resources, and the provision of appropriate assessment support.

Method of assessment

Assessment methods must:

- satisfy the endorsed Assessment Guidelines of the Construction, Plumbing and Services Training Package
- include direct observation of tasks in real or simulated work conditions, with questioning to confirm the ability to consistently identify and correctly interpret the essential underpinning knowledge required for practical application
- reinforce the integration of employability skills with workplace tasks and job roles
- confirm that competency is verified and able to be transferred to other circumstances and environments.

Validity and sufficiency of evidence requires that:

- competency will need to be demonstrated over a period of time reflecting the scope of the role and the practical requirements of the workplace
- where the assessment is part of a structured learning experience the evidence collected must relate to a number of performances assessed at different points in time and separated by further learning and practice, with

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a decision on competency only taken at the point when the assessor has complete confidence in the person's demonstrated ability and applied knowledge

- all assessment that is part of a structured learning experience must include a combination of direct, indirect and supplementary evidence.

Assessment processes and techniques should as far as is practical take into account the language, literacy and numeracy capacity of the candidate in relation to the competency being assessed.

Supplementary evidence of competency may be obtained from relevant authenticated documentation from third parties, such as existing supervisors, team leaders or specialist training staff.

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. Bold italicised wording, if used in the performance criteria, is detailed below. 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) may also be included.

External operating environment includes characteristics of the marketplace which exert an influence on people's individual decisions whether to invest in a building may be abstract or direct factors, such as:

- 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.
- availability of finance
- current interest rates
- level of economic activity.

Economic factors include:

RANGE STATEMENT

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| <i>Social factors</i> include: | <ul style="list-style-type: none"> • business confidence • job security or insecurity • level of socioeconomic activity • migration. |
| <i>Personal perceptions of potential clients</i> include: | <ul style="list-style-type: none"> • 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 • perceptions of potential interest rate movements • speculative ambitions. |
| <i>Capacity to meet requirements of the client</i> may be influenced by: | <ul style="list-style-type: none"> • availability of labour and materials • current financial situation • current order levels • projects already committed. |
| <i>Competition</i> includes effects of investments in: | <ul style="list-style-type: none"> • antiques • art • rental properties • share market. |
| <i>Other markets</i> include: | <ul style="list-style-type: none"> • apartments • duplexes and triplexes • existing real estate properties • high rise apartments • high rise construction • holiday homes and resorts • mobile homes • retirement villages • terrace housing. |

Unit Sector(s)

Unit sector Construction

Co-requisite units

Co-requisite units Nil

Functional area

Functional area