



Australian Government

Department of Education, Employment and Workplace Relations

CPPDSM5025A Maintain public relations in the property industry

Release: 1

CPPDSM5025A Maintain public relations in the property industry

Modification History

Not Applicable

Unit Descriptor

Unit descriptor

This unit of competency specifies the outcomes required to promote and maintain positive public relations for the enterprise and property industry. It requires the ability to facilitate effective communication processes, prepare media releases and conduct media interviews.

The unit may form part of the licensing requirements for persons working in the property industry, including in the real estate, business broking, stock and station agency and property operations and development sectors, in those States and Territories where these are regulated activities.

Application of the Unit

Application of the unit

This unit of competency supports the work of those involved in promoting and maintaining positive public relations for the enterprise and property industry.

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit of competency is packaged, will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Maintain relationships and networks.	1.1 Relationships and networks with media and relevant people are established and maintained in a positive and professional manner. 1.2 Organisational social, ethical and business standards are complied with to maintain positive relationships according to organisational requirements. 1.3 Systems to encourage communication flow and ongoing feedback are established and maintained to ensure accurate and relevant exchange of information. 1.4 Appropriate interpersonal techniques are used to develop professional relationships with media that reflect sensitivity to individual differences and client requirements. 1.5 Suitable networks are put in place according to organisational requirements to ensure information on unplanned events is accurate and timely.
2 Prepare media release.	2.1 Media release is drafted in line with organisational and legislative requirements, using clear, concise and appropriately targeted language. 2.2 Media release is drafted in a manner that presents a positive image of the property and client and conforms to organisational and legislative requirements. 2.3 Suitable professional service providers are engaged where required to support relationships with media. 2.4 Media release is distributed according to organisational procedures using established communication channels. 2.5 Information is securely maintained with due regard to client confidentiality, and legislative and organisational requirements.
3 Conduct media interviews.	3.1 Media interviews are conducted in a professional manner that represents preferred profile of property and client. 3.2 Information is provided in a manner that is clear, accurate and protects interests of parties involved with property. 3.3 Suitable aids are used to ensure message is relevant and of interest to selected media. 3.4 Feedback is used to develop and implement strategies to further maintain and improve relationships with targeted groups. 3.5 Appropriate interpersonal techniques are used to

ELEMENT**PERFORMANCE CRITERIA**

negotiate difficult situations to achieve results acceptable to participants that meet organisational and legislative requirements.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills:

- analytical and interpretation skills to ensure collection of valid and reliable information, assess property information and determine target audience and type of media
- communication skills to conduct interviews, build and maintain relationships and networks, and encourage and receive ongoing feedback
- computing skills to access the internet and web pages, prepare and complete online forms, lodge electronic documents and search online databases
- interpersonal skills to adapt personal style to suit target audience and to relate to people from a range of social, cultural and ethnic backgrounds and varying physical and mental abilities
- literacy skills to access and interpret a variety of information and to collate and prepare required documentation
- problem solving skills to identify emergency situations and respond to contingency situations.

Required knowledge and understanding:

- industry benchmarks for emergency response
- limitations of work role, responsibility and professional abilities
- media processes and protocols
- relevant Australian standards
- relevant federal and state or territory legislation and local government regulations related to:
 - anti-discrimination
 - consumer protection
 - environmental issues
 - equal employment opportunity (EEO)
 - financial probity
 - franchise and business structures
 - industrial relations

REQUIRED SKILLS AND KNOWLEDGE

- OHS
- privacy
- property sales, leasing and management
- types of emergencies
- types of media service providers.

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.

Overview of assessment

This unit of competency could be assessed through practical demonstration of promoting and maintaining positive public relations for the enterprise and property industry. Targeted written (including alternative formats where necessary) or verbal questioning to assess the candidate's underpinning knowledge would provide additional supporting evidence of competence. The demonstration and questioning would include collecting evidence of the candidate's knowledge and application of ethical standards and relevant federal, and state or territory legislation and regulations. This assessment may be carried out in a simulated or workplace environment.

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:

- conducting media interviews that provide clear and accurate information in a professional manner, and are appropriate and sensitive to the audience
- maintaining positive relationships and networks with the media and industry personnel through effective communication and interpersonal techniques
- promoting and maintaining positive public relations for the enterprise and property industry
- knowledge of organisation's practices, ethical standards and legislative requirements associated with preparing and distributing media releases that present a positive image for the property or client
- reviewing work processes to include feedback from colleagues and clients on strategies to further improve

and maintain relationships and networks.

Context of and specific resources for assessment

Resource implications for assessment include:

- a registered provider of assessment services
- assessment materials and tools
- candidate special requirements
- competency standards
- cost and time considerations
- suitable assessment venue and equipment
- workplace documentation.

Where applicable, physical resources should include equipment modified for people with disabilities.

Access must be provided to appropriate learning and/or assessment support when required.

Assessment processes and techniques must be culturally appropriate, and appropriate to the language and literacy capacity of the candidate and the work being performed.

Validity and sufficiency of evidence require 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 a decision of competence only taken at the point when the assessor has complete confidence in the person's competence
- all assessment that is part of a structured learning experience must include a combination of direct, indirect and supplementary evidence
- where assessment is for the purpose of recognition (RCC/RPL), the evidence provided will need to be current and show that it represents competency demonstrated over a period of time
- assessment can be through simulated project-based activity and must include evidence relating to each of the elements in this unit.

In all cases activity and must include evidence relating to each of the where practical assessment is used it will be combined with targeted questioning to assess the underpinning knowledge. Questioning will be undertaken in such a manner as is appropriate to the language and literacy levels of the candidate and any cultural issues that may

affect responses to the questions, and will reflect the requirements of the competency and the work being performed.

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 in the performance criteria is detailed below. 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.

Media may include:

- internet
- print
- radio
- television.

Relevant people may include:

- clients
- community groups
- customers
- industry personnel
- institutions
- internal and external property groups
- legal representatives
- management and colleagues
- members of industry associations
- owner-occupiers
- service providers
- tenants.

Organisational social, ethical and business standards:

- may be stated or implied
- may be written or oral
- refer to those relevant to public relations activities.

Organisational requirements may be outlined and reflected in:

- access and equity principles and practice guidelines
- business and performance plans
- complaint and dispute resolution procedures
- goals, objectives, plans, systems and processes
- legal and ethical requirements and codes of practice
- mission statements and strategic plans
- OHS policies, procedures and programs
- policies and procedures in relation to client service
- quality and continuous improvement processes and standards
- quality assurance and procedure manuals.

Feedback may be obtained

- clients and colleagues

from:

- media
- documentation and reports
- quality assurance data
- questionnaires
- regular meetings.

Interpersonal techniques
may include:

- active listening
- clear presentation of options
- consultation methods
- culturally inclusive and sensitive engagement techniques
- questioning to clarify and confirm understanding
- seeking feedback
- two-way interaction
- using language and concepts appropriate to cultural differences
- verbal or non-verbal language.

Clients may include:

- company or business enterprises
- fund managers
- government and legal instruments or agencies
- internal and external property groups
- private investors
- project managers
- property agents
- property owners
- risk assessors.

Unplanned events may
include:

- civil disruption
- emergencies
- fire
- personal injury
- riot
- theft
- violence.

Legislative requirements
may be outlined and
reflected in:

- Australian standards, and quality assurance and certification requirements
- award and enterprise agreements
- consumer protection
- freedom of information
- home building requirements
- privacy requirements
- public health
- relevant federal, and state or territory legislation that affects organisational operation, including:

- anti-discrimination and diversity
 - environmental issues
 - EEO
 - industrial relations
 - OHS
 - relevant industry codes of practice
 - strata, community and company titles
 - tenancy agreements
 - trade practices
 - trade practices laws and guidelines.
- Professional service providers*** may include:
- designers
 - graphic artists
 - journalists
 - public relations consultants
 - writers.
- Communication channels*** may include:
- direct line supervision paths
 - lateral supervision paths
 - organisational communication protocols and procedures
 - organisational networks.

Unit Sector(s)

Unit sector Property development, sales and management

Competency field

Competency field Property operations and development