



Australian Government

Department of Education, Employment and Workplace Relations

CUFRES401A Conduct research

Revision Number: 1

CUFRES401A Conduct research

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to conduct research in response to a brief. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
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Application of the Unit

Application of the unit	People responsible for undertaking research in any industry context apply the skills and knowledge described in this unit. They may be full-time research officers or those for whom research forms part of their job. Alternatively, they may provide research services on a contract basis. Research briefs can cover any topic and research may be undertaken over short or long periods, depending on the complexity of the brief. Even though people at this level work with a fair degree of autonomy, they report to a manager or client. Skills associated with writing reports are covered in: • BSBWRT401A Write complex documents.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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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.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
Clarify research brief	1. Confirm topic or content to be researched with relevant personnel, including deadlines for completion 2. Identify research and data gathering techniques that best meet the requirements of the brief 3. Discuss research ideas fully and constructively with relevant personnel and identify any implications for research briefs 4. Reach agreement with relevant personnel on the format for presenting research findings 5. Identify issues of a culturally sensitive or legal nature that affect research briefs 6. Alert relevant personnel to potential difficulties in meeting briefs and agree on alternative strategies or outcomes 7. Where specialist research expertise is required, identify potential subcontractors and organise subcontract arrangements in consultation with relevant personnel
Conduct research	8. Identify sources of information and potential contributors relevant to research briefs 9. Design research tools as required 10. Contact a sufficiently wide range of valid sources to optimise information gathering in line with research briefs and agreed methodology 11. Approach relevant sources promptly and in a way most likely to elicit the required information 12. Adjust research strategies as required, without compromising required outcomes 13. Maintain accurate and comprehensive details of information sources 14. Adjust contact information when requirements of research briefs change and keep records up to date 15. Record all data gathered in a system that allows easy access and retrieval of information in the analysis phase
Analyse research findings	16. Analyse and interpret data or information gathered 17. Check all facts before including them in research findings 18. Make judgements about how much information to include in research findings and be clear on the rationale for doing so 19. Develop conclusions and recommendations as required

ELEMENT	PERFORMANCE CRITERIA
	in consultation with relevant personnel
Present research findings	20. Organise information logically and clearly in the agreed format 21. Present information to relevant personnel by agreed deadlines 22. Identify key issues for further research or discussion with relevant personnel 23. Seek feedback on the quality of research outcomes and note areas for improvement

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- communication and teamwork skills sufficient to:
 - present information and research findings in a way that is easily understood by others
 - use industry and community networks as sources of information
 - negotiate changes to research briefs
 - participate in and act on feedback sessions with colleagues
- initiative and flexibility sufficient to:
 - follow new leads in the course of research activities
 - respond to difficulties encountered during the course of research activities
- planning and writing skills sufficient to:
 - organise information logically in line with its intended purpose
 - document research findings clearly and concisely
- analytical and literacy skills sufficient to interpret and summarise information and research findings
- self-management skills sufficient to work under pressure and meet deadlines

Required knowledge

- effective communication techniques, including effective listening, questioning and non-verbal cues
- legal issues that affect research activities, e.g. copyright, intellectual property and privacy legislation
- reliable sources of advice on legal issues
- features of commonly used quantitative and qualitative research methodologies
- protocols to be observed when collecting information of a culturally sensitive nature
- OHS standards as they relate to working for periods of time on computers

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

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

Evidence of the following is essential:

- ability to clarify research briefs
- ability to gather reliable and valid information from a range of sources in response to research briefs
- research findings on a range of topics presented in an appropriate format by agreed deadlines
- collaborative approach to work.

Context of and specific resources for assessment

Assessment must ensure:

- access to a computer and the internet
- access to a range of information sources as listed in the range statement
- access to appropriate learning and assessment support when required
- use of culturally appropriate processes and techniques appropriate to the language and literacy capacity of learners and the work being performed.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- direct questioning combined with review of portfolios of evidence and third-party workplace reports of on-the-job performance
- evaluation of research findings prepared by the candidate in response to a range of briefs
- written or oral questioning to test knowledge as listed in the required skills and knowledge section of this unit and to discuss candidate's approach to conducting research.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- BSBWRT401A Write complex documents
- CUFPPM401A Produce programs and program

EVIDENCE GUIDE

segments.

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.

<i>Relevant personnel</i> may include:	• clients • designers • directors • industry organisations • managers • producers • specialist subcontractors • supervisors.
<i>Research and data gathering techniques</i> may include:	• qualitative, e.g. focus groups or interviews with key people • quantitative, e.g. mail or telephone surveys based on a statistically reliable random sample.
<i>Formats for presenting research findings</i> may include:	• audio and visual presentations • interactive media presentations • verbal briefings or presentations • written reports.
Issues of a <i>legal nature</i> may include:	• contempt of court • copyright • defamation • intellectual property • obscenity • privacy legislation • racial vilification.
<i>Sources of information</i> may include:	• archives • community organisations • government departments • industry and trade journals • internet • libraries, including text, film, video, sound and graphic • market research companies • media, including television, radio and print

RANGE STATEMENT	
	• museums and galleries • organisational policies, procedures and journals • personal observations and experience • print and online standard references, such as: • atlases • dictionaries of biography • encyclopaedias • year books and almanacs • directories of people and associations • telephone directories • professional and industry organisations • technical publications and manuals.
Research tools may include:	• questions for personal interviews or focus groups • surveys, e.g. print, online or telephone.
Systems may include:	• electronic, e.g. databases, spreadsheets and statistical software applications • manual, e.g. card index file.

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Knowledge management - research
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Co-requisite units

Co-requisite units		

