



Australian Government

CULLB510C Develop and maintain community/stakeholder relationships

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor This unit describes the performance outcomes, skills and knowledge required to develop and maintain community/stakeholder relationships. The unit focuses on the need for regular and ongoing consultation to maintain the quality of service provision.

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

Application of the Unit

Application of the unit This unit applies to individuals working in any industry or community context where there is a need for a pro-active approach to establishing and building networks and relationships between the organisation and its stakeholders.

This role requires the application of highly developed communication and planning skills and is therefore undertaken by individuals working autonomously, often with managerial responsibility.

Licensing/Regulatory Information

Not applicable.

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 for 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 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 Plan approach to stakeholder consultation	1.1 In consultation with colleagues, review and assess <i>current and potential stakeholders</i> to determine needs, interests, priorities and relevant trends 1.2 Identify key stakeholders, their representatives and means to establish and maintain links 1.3 Make provision for current relevant information on stakeholders to be gathered and maintained 1.4 Ensure plans to establish and maintain stakeholder links reflect awareness of relevant <i>internal and external factors</i> 1.5 Take account of cultural considerations in planning stakeholder consultations

ELEMENT	PERFORMANCE CRITERIA
2 Establish and maintain stakeholder relationships	2.1 Use a range of formal and informal strategies to facilitate relationships between stakeholder/s and the organisation 2.2 Identify and assess strategies for formal links between the organisation and key stakeholder/s, and implement selected mechanisms 2.3 In consultation with colleagues, monitor and evaluate mechanisms and take appropriate action to continuously improve them 2.4 Determine the purpose and parameters of specific consultations and inform participants clearly 2.5 Ensure information from stakeholder consultations is integrated into organisational planning and made available to relevant colleagues in a timely way 2.6 Ensure communication with stakeholder/s takes into account the nature of the group/s and prior and potential relationships
3 Develop stakeholder networks	3.1 Identify, establish and use formal and informal networks as a communication channel 3.2 Share expertise, information and resources with networks when appropriate to strengthen links
4 Represent the organisation to the community	4.1 Communicate the organisation's role accurately and confidently in a way which the audience understands and which maintains stakeholder awareness 4.2 Promote the organisation consistently to external bodies which affect its role, funding and operations 4.3 Identify and use opportunities for promotion constructively

Required Skills and Knowledge

Required Skills and knowledge

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

Required skills

- communication skills to manage and conduct formal and informal consultations on complex issues with a wide range of different stakeholders
- planning and organisational skills to establish and monitor strategies and actions across a broad range of different activity
- literacy skills to interpret and develop complex documents.

Required knowledge

- role and nature of promotion, advocacy and networks in the relevant work context
- nature and range of stakeholder groups, including special needs and potential cultural considerations
- features, costs and benefits of different consultation mechanisms
- networking techniques and strategies
- planning and organisational techniques for community consultations
- legal issues which might impact on community/stakeholder consultation, including relevant health and safety requirements.

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.

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

Evidence of the following is essential:

- development of appropriate relationships and networks to meet the needs of a specific workplace context
- well developed communication skills to facilitate effective consultation with a broad range of stakeholders.

Context of and specific resources for assessment

Assessment must ensure:

- involvement of and interaction with others to reflect the consultation and communication aspects of this unit
- project or work activities conducted over a period of time to reflect the ongoing monitoring and implementation aspects of this unit
- access to strategic plans and relevant policies and procedures manuals
- access to resources to implement consultation processes.

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 by the candidate
- evaluation of consultation programs developed and implemented by the candidate
- review of consultation documentation prepared by the candidate
- evaluation of candidate's response to different organisational and community scenarios to assess ability to develop links and networks for different contexts.

EVIDENCE GUIDE

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

- CULLB508C Monitor and enhance information access
- BSBFLM507B Manage quality customer service
- BSBFLM509B Facilitate continuous improvement.

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.

Current and potential stakeholders may include:

- other organisations
- particular cultural or ethnic groups
- academics, teachers and students or their representative bodies
- stakeholders with special needs
- stakeholders in remote areas
- small or large businesses
- staff in the broader organisation
- affiliated and special interest groups e.g. clubs, societies, friends' organisations, or other community and/or cultural organisations
- general community

Internal and external factors that affect planning may relate to:

- current organisational objectives
- resource constraints
- political and social issues in the community
- market trends
- technological developments

Relationships may be ongoing or used for a specific purpose and may include:

- obtaining regular stakeholder feedback
- surveying stakeholder views on particular issues and services to assist development of new services or facilities
- requests for financial support
- market research
- inclusion in public activities
- exhibitions and outreach programs
- involvement in the development of appropriate exhibitions, public programs and special events

Consultations may include:

- formal consultative bodies

RANGE STATEMENT

- informal communication and feedback
- regular liaison activities
- newsletters or other regular or specific information provision
- surveys
- external committees, working parties or taskforces

Unit Sector(s)

Not applicable.

Competency field

Competency field Public Programs