



Australian Government

Department of Education, Employment and Workplace Relations

CULREL501A Develop and maintain community and stakeholder relationships

Release: 1

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Modification History

Release	Comments
Release 1	This unit of competency first released with <i>CUL11 Library, Information and Cultural Services Training Package version 1.0</i>

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to develop and maintain relationships with people and organisations in local communities. The unit promotes the need for regular and ongoing consultation to maintain the quality of service provision.

Application of the Unit

This unit applies to individuals working in any industry or community context where there is a need for a proactive approach to establishing and building networks and relationships between organisations and stakeholders.

Individuals working autonomously, often with managerial responsibility undertake this role which requires the application of highly developed communication and planning skills.

Licensing/Regulatory Information

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

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Element	Performance Criteria
<i>Elements describe the essential outcomes of a unit of competency.</i>	<i>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.</i>

Elements and Performance Criteria

1. Plan stakeholder consultation	1.1 In consultation with colleagues, review and assess current and potential stakeholders to determine needs, interests, priorities and trends 1.2 Identify key stakeholders, their representatives and ways to establish and maintain links 1.3 Research and maintain a collection of current relevant information on stakeholders 1.4 Check organisational plans for appropriate reference to interaction with stakeholders 1.5 Ensure that planning takes account of relevant internal and external factors
2. Establish productive stakeholder relationships	2.1 Use a range of formal and informal strategies to facilitate relationships between stakeholders and own organisation 2.2 Identify and assess strategies for formal links between own organisation and key stakeholders 2.3 Implement strategies that are likely to be successful in terms of establishing productive relationships with stakeholders 2.4 Determine the purpose and parameters of specific consultations and brief participants accordingly 2.5 Integrate information from stakeholder consultations into organisational planning and share with relevant colleagues in a timely way 2.6 In consultation with colleagues, monitor and evaluate stakeholder relationships and take appropriate action to continuously improve them
3. Represent organisation to local community	3.1 Communicate organisational role accurately, confidently and clearly to promote stakeholder awareness 3.2 Promote organisation to external bodies that have a stake in its role, funding and operations

Required Skills and Knowledge

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

Required skills

- communication skills to:
 - deliver presentations
 - facilitate workshops and focus groups
 - promote, manage and conduct formal and informal consultations on complex issues with a wide range of different stakeholders
- literacy skills to:
 - develop promotional materials
 - interpret and develop complex documents
 - take notes at activities
- initiative and enterprise skills to identify opportunities to engage with stakeholders
- planning and organising skills to:
 - establish and monitor strategies and actions across a broad range of different activities
 - integrate strategies with organisation's events and activities
 - plan and implement strategies to maximise stakeholder involvement
- self-management skills to:
 - chair meetings
 - prioritise work tasks and meet deadlines
 - project a professional image when representing own organisation
- technology skills to use business technology, including social media tools.

Required knowledge

- role and nature of promotion, advocacy and networks in the library and information and museums and galleries sectors
- nature and range of stakeholder groups, including special needs and cultural considerations
- features, costs and benefits of different consultation mechanisms
- networking techniques and strategies
- planning and organisational techniques for community consultations
- legal issues relevant to community/stakeholder consultation, including relevant health and safety requirements
- governance obligations associated with the organisation and its stakeholders.

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 ability to: - develop, establish and maintain relationships with stakeholders in ways that support the needs of own organisation - 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 - 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 - evaluation of stakeholder engagement programs developed and implemented by the candidate - review of documentation prepared by the candidate supporting stakeholder engagement activities - evaluation of candidate's response to different organisational and community scenarios to assess ability to develop links and networks for different contexts. Assessment methods should closely reflect workplace demands and the needs of particular client groups (consider the requirements of different age groups, clients with English as a second language, clients with disabilities, remote library users, etc.).

Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: • BSBCUS501B Manage quality customer service.
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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.

Stakeholders may include:	• academics • affiliated and special interest groups, such as: • clubs • community groups • cultural organisations • ethnic groups • friends' organisations • societies • board members • employers • general community • government, such as: • local • state • migrants or refugees • people in remote areas • people with special needs • representative bodies • small or large businesses • staff in the organisation • students • teachers.
Relevant information may relate to:	• community matters • cultural sensitivities • current activities • future activities • interests • issues • organisational issues • special needs.
Internal and external factors may relate to:	• current organisational objectives • market trends • political and social issues in communities

	• resource constraints • technological developments.
Strategies may include:	• blogs • email • networks • open consultation workshops on topics of interest • review of newsletters by stakeholders and community groups • targeted focus group sessions • use of venue facilities for functions and meetings by stakeholders • wikis.
Relationships may be ongoing or for a specific purpose and may relate to:	• exhibitions and outreach programs • inclusion in public activities • involvement in the development of appropriate exhibitions, public programs and special events • market research • obtaining regular stakeholder feedback • requests for financial support • surveying stakeholder views on particular issues and services to assist with the development of new services or facilities.
Consultations may include:	• external committees • formal consultative bodies • informal communication and feedback • newsletters or other regular or specific information provision • presentations • regular liaison activities • surveys • taskforces • working parties.

Unit Sector(s)

Stakeholder relations - Relationship management