



Australian Government

DEFDPA007 Develop and implement effective communication strategies

Release: 2

DEFDPA007 Develop and implement effective communication strategies

Modification History

Release 2. Punctuation errors corrected. Assessment conditions clarified.

Release 1. This is the first release of this unit of competency in the DEF Defence Training Package.

Application

This unit specifies the skills and knowledge required to develop and implement effective communication strategies.

It includes developing effective communication skills, facilitating discussions and producing quality written material.

This unit applies to Defence public affairs personnel, but it could apply to any personnel who work in this field.

The skills and knowledge described in this unit must be applied within the legislative, regulatory and policy environment in which they are carried out. Organisational policies and procedures must be consulted and adhered to.

Persons undertaking this unit work independently or as part of a team and perform specific tasks in familiar contexts.

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

Pre-requisite Unit

Not applicable

Competency Field

Defence Public Affairs

Unit Sector

Not applicable

Elements and Performance Criteria

ELEMENTS

PERFORMANCE CRITERIA

Elements describe the essential outcomes.

Performance criteria describe the performance needed to demonstrate achievement of the element.

1 Develop effective communication skills

- 1.1** Develop, promote, implement and review strategies for internal and external distribution of information
- 1.2** Address specific communication needs when developing and implementing strategies to avoid discrimination in the workplace
- 1.3** Establish and review channels of communication
- 1.4** Provide coaching in effective communication to staff as required
- 1.5** Use negotiation and conflict resolution strategies to promote effective operation of the organisation
- 1.6** Negotiate issues with key stakeholders, clients and staff in a way that leads to a mutually acceptable outcome
- 1.7** Maintain work-related networks and relationships to ensure client needs and organisational objectives are met
- 1.8** Ensure communication with stakeholders and colleagues is appropriate to individual needs and the situation, and that it promotes achievement of organisational objectives

2 Facilitate group discussion

- 2.1** Define and implement mechanisms that enhance effective group interactions
- 2.2** Use inclusive strategies that encourage all group members to participate and include seeking and acknowledging contributions from all members
- 2.3** Undertake an evaluation of group communication strategies to promote ongoing participation of all parties
- 2.4** Identify and address specific communication needs of individuals in accordance with operational policies and procedures

3 Produce quality written materials

- 3.1** Write and present information in a logical manner

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| | 3.2 | Provide accurate and timely advice to management and stakeholders |
| 4 Conduct formal discussions | 4.1 | Reach mutual agreement about and adhere to appropriate structures, timeframes and protocols during formal discussions |
| | 4.2 | Acknowledge individual differences, needs and rights during the conduct of interviews and formal discussions in accordance with organisational policies |
| | 4.3 | Provide feedback and give advice in a way that reflects current identified good practice in accordance with organisational policies and procedures |

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Range of Conditions

Range is restricted to essential operating conditions and any other variables essential to the work environment.

Non-essential conditions may be found in the Companion Volume Implementation Guide.

Unit Mapping Information

This unit supersedes and is equivalent to DEFPA007 Develop and implement effective communication strategies.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=6bdbab1e-11ed-4bc9-9cba-9e1a55d4e4a9>

Assessment Requirements for DEFDPA007 Develop and implement effective communication strategies

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Performance Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all the requirements of the elements and performance criteria on at least one occasion and include:

- applying communication ethics relevant to the audience and organisation
- applying organisational policies and procedures
- communicating information effectively verbally and in writing
- delivering effective presentations
- developing and implementing effective communication strategies
- implementing effective group management processes
- managing conflict resolution and negotiation
- organising and conducting interviews and other panels
- writing effective workplace documents.

Knowledge Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all the requirements of the elements and performance criteria and include knowledge of:

- different communication styles and techniques, including:
 - cultural communication protocols
 - specific communication needs
- group processes
- interviewing techniques
- oral communication
- relevant organisational policies and procedures
- research techniques
- written communication/documentation required, including:
 - complex reports, briefing notes
 - correspondence, formal correspondence

- instructions, procedures and policies
- meeting minutes
- proposals, project plans and spreadsheets
- speeches, journal articles and marketing materials.

Assessment Conditions

Assessors must satisfy relevant vocational education and training legislation, frameworks and/or standards.

Assessment must occur in workplace operational situations. Where this is not appropriate, assessment must occur in simulated workplace operational situations that replicate workplace conditions.

Assessment processes and techniques must be appropriate to the language, literacy, numeracy and digital skills requirements of the work being performed and the needs of the candidate.

Resources for assessment must include access to:

- a range of relevant exercises, case studies and/or simulations
- acceptable means of simulation assessment
- relevant and appropriate materials, tools and equipment currently used in industry
- relevant standards, policy and instructions related to public affairs
- applicable documentation, including operational procedures, regulations, codes of practice and operation manuals.

Links

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