



Australian Government

DEFPA001 Promote the organisation's mission and values

Release 1

DEFPA001 Promote the organisation's mission and values

Modification History

Release	TP Version	Comments
2	DEF12V2	New unit.
1	DEF12V1	Primary release.

Unit Descriptor

This unit covers the competency required to promote the mission and values of the Defence organisation

It includes the requirement to use a broad range of communication techniques to provide information and enhance the public image of the organisation with a range of professional networks outside the organisation. It includes representing the organisation, influencing others, liaising and negotiating to build and maintain networks.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication. In a Defence context, this means that there is no civilian need to hold this unit in order to meet licensing, legislative, regulatory or certification requirements.

Application of the Unit

This unit was developed for Defence workers involved in promoting the mission and values of the organisation as a workplace responsibility, but is applicable to all individuals who work in this field.

Typically, these individuals must demonstrate the ability to work independently or as part of a team under indirect supervision. They must be able to use discretion and judgement and take responsibility for the quality of their outputs. All activities are carried out in accordance with relevant legislation, organisational policies and procedures.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

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. Build networks and develop working relationships	1.1 Formal and informal networks are established at the local, regional and national levels to support ongoing and future liaison and collaboration. 1.2 The roles and responsibilities of stakeholders are recognised and taken account of in interactions. 1.3 Working relationships are developed with stakeholders and used in a way which provides identifiable benefits to the organisation and the community from shared expertise and resources. 1.4 Dealings with stakeholders are conducted in line with ethical and professional standards to develop a relationship of trust and mutual understanding. 1.5 Feedback is obtained from other organisations and governments to inform and improve service delivery.
2. Promote the organisation	2.1 A range of strategies is used to promote a positive image of the organisation at every available opportunity. 2.2 Issues, policies and practices are communicated effectively to a range of audiences in writing and orally. 2.3 Appropriate key people are identified and involved in achieving outcomes. 2.4 Authoritative and specialist advice is developed and distributed within the area of responsibility.
3. Represent the organisation	3.1 The organisation's message is imparted accurately and in a clear, concise and confident manner to gain stakeholder's understanding and commitment. 3.2 The organisation's representation is sought and promoted to external bodies. 3.3 Opportunities to promote the organisation through media, government and the community are utilised in a positive and constructive manner, in line with organisational requirements. 3.4 Advice consistent with organisation policy, needs, quality standards and legislative responsibilities is provided to stakeholders. 3.5 Advice is provided in the context of strategic planning for the organisation. 3.6 Advice is provided confidentially on matters sensitive to governments and the organisation, in line with privacy and confidentiality legislation and

guidelines.

Required Skills and Knowledge

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

Required Skills

- build and maintain networks and relationships
- gain cooperation of others
- speak publicly
- apply legislation, regulations and organisational policies, procedures and practices relating to representing and promoting the organisation, including protocols for maintaining networks
- use effective communication techniques especially related to public presentations, giving and receiving feedback, designing promotional material, maintaining effective relationships and managing conflict
- use problem solving and negotiation to manage contingencies and achieve mutually acceptable outcomes
- respond to diversity, including gender and disability
- prepare general information and papers according to target audiences
- proofread and edit to ensure clarity of meaning, conformity to organisational requirements, and accuracy and consistency of information
- apply procedures relating to work health and safety in the context of internal and external networking.

Required Knowledge

- confidentiality requirements
- goals and objectives of the organisation
- legislation, regulations, policies and procedures relating to the protocols and guidelines for representing and promoting the organisation
- environmental or sustainability legislation, regulations and codes of practice applicable to industry
- principles of effective communication in relation to listening, questioning and non-verbal communication
- a range of complex written communication techniques and their principles
- principles and techniques for building relationships of trust, including with people from different cultures
- techniques and strategies for preparing and presenting information to promote the organisation
- public and political context of the organisation and its services
- key people inside and outside the organisation who have an impact on its culture, services, resources and policies.

- responsibilities of three levels of government relevant to the organisation
- roles and responsibilities of other agencies and relevant organisations
- statutes impacting on the organisation

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.

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

Assessment must confirm the ability to:

- establish and maintain networks specifically to promote the organisation and achieve the organisation's outcomes

Consistency in performance

Competency should be demonstrated over time and should be observed in a range of actual or simulated work contexts.

Context of and specific resources for assessment

Context of assessment

Competency should be assessed in the workplace or under conditions that accurately simulate a realistic workplace in accordance with all relevant legislation and organisation requirements.

Evidence should be gathered while observing the individual establishing and maintaining the networks which will promote the organisation and achieve the organisation's outcomes

Specific resources for assessment

Access is required to:

- relevant standards, policy and instructions related to public affairs

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.

<i>Stakeholders</i> may include	• local, state/territory and federal governments • industry • national and international associations • other emergency management and non-government organisations eg Red Cross/Salvation Army/Cave Rescue • volunteers • community groups • technical advisers • consultants • work groups and individuals internal to the organisation • customers • utilities
<i>Range of</i> strategies to promote a positive image of the organisation may include	• attending or speaking at meetings, seminars and conferences • association membership • public and specially-targeted presentations • public promotions • providing tailored information • explaining mission, goals and objectives in ways suited to the diversity of the audience • consulting and advising • chairing meetings • briefings • interviews
<i>Key people</i> may include	• officers from government organisations • ministerial advisers • community members • council members • industry representatives • members of professional associations • international associations
Advice provided <i>confidentially</i> may include	• industrial processes and procedures • cases of death and injury • security concerns and protocols • criminal events

Unit Sector(s)

Not applicable.