



Australian Government

DEFPA007 Develop and implement effective communication strategies

Release 1

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Modification History

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

Unit Descriptor

This unit covers the competency required to develop and implement effective communication strategies.

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

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 applies to Public Affairs Officers within Defence who are required to develop and implement effective communication strategies as a workplace responsibility, but is applicable to all individuals who work in this field.

The unit requires the application of high level, fully independent, complex judgements with a detailed knowledge of the Defence organisation. It requires analysis of complex data and the production of documents detailing the required outcomes of specialised functions in the public affairs context. All activities are carried out in accordance with relevant organisational policy 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. Develop effective communication skills

- 1.1 Strategies for internal and external distribution of information are developed, promoted, implemented and reviewed as required to ensure individual and organisational effectiveness is maximised.
- 1.2 In developing and implementing strategies special communication needs are addressed to avoid discrimination in the workplace.
- 1.3 Channels of communication are established and reviewed regularly to ensure staff are informed of relevant information in a timely way.
- 1.4 Coaching in effective communication is provided to staff as required.
- 1.5 Negotiation and conflict resolution strategies are used where required to promote effective operation of the organisation.
- 1.6 Issues are negotiated with key **stakeholders**, clients and staff in a way which leads to a mutually acceptable outcome.
- 1.7 Relevant work related networks and relationships are maintained as required to ensure client needs and organisational objects are met.
- 1.8 All communication with stakeholders and colleagues is appropriate to individual needs and the situation and promotes achievement of organisational objectives.

2. Facilitate group discussion

- 2.1 Mechanisms which enhance effective group interactions are defined and implemented.
- 2.2 Strategies which encourage all group members to participate are used routinely including seeking and acknowledging contributions from all members.
- 2.3 Objectives and agendas for meetings and discussions are routinely set and followed.
- 2.4 Relevant information is provided to groups as appropriate to facilitate outcomes.
- 2.5 Evaluation of group communication strategies is undertaken to promote ongoing participation of all parties.
- 2.6 The specific communication needs of individuals are identified and addressed.

3. Produce quality written materials

- 3.1 Writing is succinct and clear and is presented in a logical and sequential way which matches the

- audience and the purpose of the document.
- 3.2 Organisation guidelines and current accepted standards of writing which match the purpose are followed in producing all **written documentation**.
- 3.3 Appropriate and timely advice to management and stakeholders is prepared and provided as required.
4. **Conduct formal discussions**
- 4.1 Appropriate structures, timeframes and protocols are mutually agreed and adhered to during formal discussions.
- 4.2 Due regard to individual differences, needs and rights is shown during the conduct of interviews and formal discussions.
- 4.3 Feedback and advice is given in a way which reflects current identified good practice.

Required Skills and Knowledge

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

Required Skills

- write effective workplace documents
- deliver effective presentation
- communicate information effectively both verbally and in writing
- organise and conduct interview and other panels
- implement effective group management processes
- manage conflict resolution and negotiation

Required Knowledge

- Assess cultural communication protocol
- Knowledge of different communication styles and techniques
- Different interview techniques
- Group processes
- Interviewing skills
- Research skills
- Introduction to personal communication evaluation
- Written communication
- Oral communication

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:

- develop and implement effective communication strategies
- use oral and written communication skills

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 develop and implement effective communication strategies. The application of communication ethics that are relevant to the audience and organisation are to be observed.

Specific resources for assessment

There are no special resource requirements for this unit.

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:	• Individual members of the public • Other organisations, community groups and individuals • Other work areas of the organisation
<i>Written documentation</i> may include:	• Minutes of meetings • Complex reports, briefing notes • Proposals, project plans and spreadsheets

	• Correspondence, formal correspondence • Speeches, journal articles and marketing materials • Instructions, procedures and policies
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Unit Sector(s)

Not applicable.