



Australian Government

**FWPCOT3346 Communicate effectively
with general public or stakeholders
concerned about forest practices**

Release: 1

FWPCOT3346 Communicate effectively with general public or stakeholders concerned about forest practices

Modification History

Release	Comments
Release 1	This version released with FWP Forest and Wood Products Training Package Version 8.0.

Application

This unit of competency describes the skills and knowledge required to communicate effectively with the public or external stakeholders who are concerned about forest practices in a variety of settings. This may include protests, complaints and verbal dissent expressed in social and community situations, on social media, and in the workplace or forest worksite.

The unit applies to individuals who work in the forest and wood products industry, as well as related or similar industries, who may communicate with external stakeholders about forest practices.

All communications must be carried out to comply with workplace procedures, according to state/territory health and safety regulations, legislation and standards that apply to the workplace.

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

Pre-requisite Unit

Nil

Unit Sector

Common Technical (COT)

Elements and Performance Criteria

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Identify strategies for positive relationships	1.1 Confirm industry regulations, protocols, standards and workplace policies and procedures that set requirements for building positive

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
with general public or external stakeholders	relationships with general public or external stakeholders 1.2 Identify external stakeholders who may be affected by or interested in forest-related activities, and identify their concerns to inform discussion on forest-related activities 1.3 Confirm strategies for engaging with general public or external stakeholders concerned about forest activities at forest worksites and in public settings to avoid negative interactions 1.4 Access information on benefits of forest-related activities to inform and facilitate engagement with general public or external stakeholders 1.5 Confirm communication strategies to alleviate concerns of general public or external stakeholders
2. Use strategies for interacting with general public or external stakeholders	2.1 Assess engagement context and, where appropriate, follow workplace procedures for 'unauthorised entry' to forest site 2.2 Use listening, reframing and questioning skills to facilitate a respectful dialogue with general public or external stakeholders 2.3 Identify concerns of general public or external stakeholders during interactions, and apply strategies to alleviate their concerns 2.4 Follow workplace procedures if strategies are unsuccessful in alleviating concerns of general public or external stakeholders 2.5 Inform relevant personnel about public or external stakeholder questions and interactions
3. Review participation in community and stakeholder interactions	3.1 Reflect on own interactions with general public or external stakeholders concerned about forest activities, and identify areas for improvement 3.2 Discuss difficult verbal interactions and their impact on own health and wellbeing with relevant personnel

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria.

Skill	Description
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Skill	Description
Reading	Identify and extract basic information about public and stakeholder engagement from workplace procedures and documents

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
FWPCOT3346 Communicate effectively with general public or stakeholders concerned about forest practices	Not applicable	The unit has been created to address a skill or task required by industry that is not covered by an existing unit	Newly created

Links

Companion Volumes, including Implementation Guides, are available at VETNet: -
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=0d96fe23-5747-4c01-9d6f-3509ff8d3d47>

Assessment Requirements for FWPCOT3346 Communicate effectively with general public or stakeholders concerned about forest practices

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Performance Evidence

An individual demonstrating competency must satisfy all of the elements and performance criteria in this unit.

There must be evidence that the individual has:

- identified common concerns of key stakeholders who are affected by and/or interested in forest-related activities
- used appropriate strategies to engage with general public or external stakeholders to alleviate concerns regarding forest activities for at least two situations, one at a forest worksite and one in a public setting, while adhering to industry regulations, protocols, standards and workplace policies and procedures for building positive relationships
- assessed one difficult verbal interaction with general public or external stakeholders for effectiveness, and identified areas for improvement.

Knowledge Evidence

An individual must be able to demonstrate the knowledge required to perform the tasks outlined in the elements and performance criteria of this unit. This includes knowledge of:

- external stakeholders with views on forest-related activities and their concerns, including:
 - affected stakeholders
 - interested stakeholders
- benefits to communities of forest-related activities, including:
 - social benefits
 - economic benefits
 - environmental benefits
- communication styles, techniques and strategies used in the forest industry for building positive relationships with general public or external stakeholders in a variety of settings, including:
 - social and community settings

- social media settings
- workplace or on-site settings
- workplace procedures for ‘unauthorised entry’ to forest site
- techniques and strategies for alleviating concerns of general public or external stakeholders about forest-related activities and managing difficult verbal situations
- industry regulations, protocols, standards and workplace policies and procedures for building positive relationships with general public and external stakeholders
- support services to deal with the impact of community and stakeholder relationships on health and wellbeing in the forest industry.

Assessment Conditions

Assessment of the skills in this unit of competency must take place under the following conditions:

- physical conditions:
 - skills must be demonstrated in a forest and wood products work environment or an environment that accurately represents workplace conditions
- specifications:
 - workplace policies and procedures for external stakeholder engagement.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

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