



Australian Government

FWPCOT5214 Communicate forestry and forest science with stakeholders and the community

Release: 1

FWPCOT5214 Communicate forestry and forest science with stakeholders and the community

Modification History

Release	Comments
Release 1	This version released with FWP Forest and Wood Products Training Package Version 7.0.

Application

This unit of competency describes the skills and knowledge required to develop, implement, monitor and review programs and activities that focus on communicating forestry and forest science information and skills to stakeholders and the community.

The unit applies to individuals whose job role involves communicating forestry and forest science information and skills to stakeholders and the community.

All work 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. Determine needs	1.1 Identify information and skill development needs of community and stakeholder groups in relation to forestry and forest science 1.2 Determine most effective means of communicating forestry and

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
	forest science to community and stakeholder groups 1.3 Assess benefits and costs of different approaches to communicating forestry and forest science to specific audiences 1.4 Use consultative mechanisms to confirm and prioritise forestry and forest science information and skill development needs of community and stakeholder groups
2. Plan forestry and forest science communication strategy	2.1 Design and document a strategy for communicating forestry and forest science information and skills to specific community and stakeholder groups 2.2 Identify forestry and forest science activities and programs that are targeted at particular community and stakeholder groups 2.3 Analyse possible barriers to participation of community and stakeholder groups in forestry and forest science activities and programs 2.4 Identify ways of promoting forestry and forest science activities and programs to diverse community and stakeholder groups 2.5 Develop an evaluation strategy for ongoing monitoring of the forestry and forest science communication strategy
3. Implement forestry and forest science communication strategy	3.1 Work with forestry personnel and representatives of community and stakeholder groups to implement forestry and forest science activities and programs 3.2 Identify and source resources to support delivery of forestry and forest science activities and programs 3.3 Monitor implementation of activities and programs to ensure that needs of target group are addressed
4. Evaluate forestry and forest science communication strategy	4.1 Gather feedback from forestry personnel and community and stakeholder groups on programs and activities to verify effectiveness and identify program improvements 4.2 Report on outcomes of strategy and make recommendations for future programs and activities based on consultation and analysis

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
Reading	Source, analyse and interpret written information presented in a variety of formats to identify program options and requirements
Writing	Prepare documentation that incorporates the analysis and evaluation of information using specialised language in a format and style appropriate to a specific audience
Oral communication	Conduct face-to-face consultations with a diverse community and stakeholder groups to determine their information and skill development needs in relation to forestry and forest science
Numeracy	Perform calculations to determine budgets for and analyse feedback from stakeholders and community members on programs and activities

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
FWPCOT5214 Communicate forestry and forest science with stakeholders and the community	FWPCOT5202 Manage forestry information and interpretations programs	Redesigned unit that includes content from FWPCOT5202 Manage forestry information and interpretations programs, and FWPFGM5217 Promote plantations as a sustainable form of land use	Not equivalent
FWPCOT5214 Communicate forestry and forest science with stakeholders and the community	FWPFGM5217 Promote plantations as a sustainable form of land use	Redesigned unit that includes content from FWPCOT5202 Manage forestry information and interpretations programs, and FWPFGM5217 Promote plantations as a	Not equivalent

		sustainable form of land use	
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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 FWPCOT5214 Communicate forestry and forest science with stakeholders and the community

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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 determined an information need for a stakeholder and/or community group in relation to forestry and forest science and established, implemented and evaluated a plan for disseminating forestry and forest science information.

In performing this activity, the individual has:

- sought clarifications to ascertain the information need and characteristics of the target community and/or stakeholder group
- selected an effective and relevant mode of communication to address the information need and the target audience
- determined forestry and forest science activities and programs suitable for the need
- coordinated staff and resources to support delivery of forestry and forest science activities and programs
- developed and implemented an evaluation strategy for ongoing monitoring of the communication outcomes.

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:

- types of forestry and forest science skills and information needs of community and stakeholder groups:
 - people at any level in the organisation who work within or for the forest
 - people outside the organisation who work within or for the forest
 - people who supply forestry services to the organisation, such as forestry contractors
 - people affected by organisational decisions or actions
 - people to whom the organisation provides programs to meet public and social accountability requirements

- students
- people with interest in the forest
- content of forestry and forest science programs and activities:
 - forest carbon
 - forest ecology
 - forest health and nutrition
 - forest resources
 - forest hydrology
 - forest soils
 - plantation establishment and design
 - forestry harvesting and haulage
 - post-harvest operations
 - new technologies
 - species
 - silvicultural regimes
 - pests and disease
 - forest maintenance
 - forest nursery production
 - fire protection
- ways of delivering forestry and forest science information and skills:
 - engagement in schools, vocational education and training and university education programs
 - community programs
 - self-help material
 - social media, web sites and online materials
 - advertising, brochures and promotional materials
 - field demonstrations
 - field inspections
 - media campaign
 - workshops
 - field days
 - lectures
 - information sessions
 - individual consultations
 - brochures
 - multimedia material
 - exhibitions
- features, benefits and practical application of promotional activities commonly used to promote forestry and forest science activities and programs to community and stakeholder groups.

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 work environment or an environment that accurately represents workplace conditions
- resources, equipment and materials:
 - computing equipment to prepare plans and reports
 - resources for the delivery of forestry and forest science programs and activities
- specifications:
 - workplace policies and procedures regarding the delivery of forestry and forest science programs and activities to community and stakeholder groups.

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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