



Australian Government

LGACOR005 Represent council in the community

Release: 1

LGACOR005 Represent council in the community

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to represent the value of council to the community and stakeholders through relationships beneficial to all parties.

This unit applies to individuals who work in local government.

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

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. Manage stakeholders.

- 1.1. Analyse council role, function and operations to identify and prioritise stakeholders relevant to council.
- 1.2. Develop and maintain stakeholder relationships beneficial to council and the community.
- 1.3. Plan, implement and review strategies and activities to communicate and engage stakeholders.
- 1.4. Consult with stakeholders to identify needs, expectations and perceptions and to obtain support for council operations.
- 1.5. Interpret and respond to stakeholder requests for information according to communication protocols.
- 1.6. Monitor stakeholder relationships to identify and act on opportunities for improvement.

2. Engage with networks.

- 2.1. Analyse council role, function and operations to identify and prioritise internal and external networks relevant to council.
- 2.2. Develop and participate in networks beneficial to council and the community.

- 2.3. Use networks to gather and share information and resources to support council operations and the community.
- 2.4. Monitor networks to identify and act on opportunities for improvement.
- 3. Represent council.
 - 3.1. Communicate and confirm stakeholder understanding of council role, function and operations to promote stakeholder awareness.
 - 3.2. Interpret and respond to stakeholder concerns.
 - 3.3. Promote council role, function and operations to external organisations relevant to council.
 - 3.4. Seek and act on opportunities to promote council through media and within the community.
- 4. Liaise with other organisations.
 - 4.1. Work with external organisations and councils in areas of common interest to optimise efficiency and mutual benefit.
 - 4.2. Seek and act on feedback from external organisations and councils to improve council operations.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed below.

SKILLS	DESCRIPTION
Reading skills to:	interpret and analyse complex documents.
Writing skills to:	prepare reports and media releases.
Oral communication skills to:	- use detailed and clear language to present and clarify information with different audiences - listen and respond to opinions of others.
Problem-solving skills to:	identify and analyse issues and respond to stakeholder concerns.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume Implementation Guide are available in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=0388d502-0fc3-49d9-a06e-c95893d7>

Assessment Requirements for LGACOR005 Represent council in the community

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- represent council in the community, including:
 - managing one stakeholder relationship for the benefit of council and the community
 - engaging in one internal network and one external network
 - communicating council role, function and operations and promoting council interests clearly, accurately and positively to:
 - one community group
 - one government official, minister or adviser
 - one local government association or another council
 - one micro or small business
 - one medium or large business.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- legislative requirements relevant to representing council in the community
- organisational policies and procedures relevant to representing council in the community
- council political, social, economic and environmental context
- council role, function, operations
- cultural diversity and sensitivities
- marketing principles and promotional strategies, including planning special events
- freedom of information and confidentiality
- types of networks
 - formal
 - informal
- networking techniques
- stakeholder and network information and resources
- roles and functions of stakeholders:
 - constituents
 - new and potential community groups

- business associations
- local government associations
- retail groups
- environmental associations
- government agencies.

Assessment Conditions

Skills must be demonstrated in the workplace or in a simulated work environment that reflects workplace conditions in a local government environment.

Assessment must ensure access to:

- community representatives, external organisations and stakeholders
- computer with access to the internet.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

Links

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