



Australian Government

Department of Education, Employment and Workplace Relations

LGACOM501B Develop and organise public education programs

Release 2

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Modification History

LGACOM501B Release 2: Layout adjusted. No changes to content.
LGACOM501B Release 1: Primary release

Unit Descriptor

This unit covers providing education and information to the public on issues of public importance. The high public profile of council and the unique role councils can play in educating the public on matters of interest and concern are recognised. The unit is appropriate for those responsible for developing public education programs.

Application of the Unit

This unit supports the attainment of skills and knowledge required for competent workplace performance in councils of all sizes. Knowledge of the legislation and regulations within which councils must operate is essential. The unique nature of councils, as a tier of government directed by elected members and reflecting the needs of local communities, must be appropriately reflected.

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 Range Statement. Assessment of performance is to be consistent with the Evidence Guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Determine requirements for provision of information to public	1.1. <i>Need for information</i> is determined from review of common public inquiries, public compliance levels and new trends and issues. 1.2. Information requirements are determined through discussion with clients, general public and relevant interest groups. 1.3. Requirements of relevant legislation and council policy are identified and incorporated into information requirements. 1.4. Specific educational objectives are determined from information needs of public. 1.5. Specific target groups are identified for education.
2. Determine appropriate medium to educate public	2.1. <i>Appropriate medium</i> is determined for public education program. 2.2. Educational medium is cost-effective and maximises access to target groups. 2.3. Education medium allows clear and understandable communication of information to target groups.
3. Provide education to public	3.1. Accurate information is provided in a clear and relevant manner and in accordance with the learning needs of the target group. 3.2. Target group is provided with opportunities to confirm understanding and seek clarification where required. 3.3. Reliable documentation and publications suitable to target group and nature of issues are provided for ongoing reference where required. 3.4. Details on council services are provided to assist in future service provision as required. 3.5. Information on community, government and industry services available to the target group is provided where required.
4. Review and evaluate education program	4.1. Reliable feedback is <i>sourced</i> to enable effective evaluation of the educational program. 4.2. Programs are evaluated to determine success in meeting educational objectives and overall effectiveness of program outcomes.
5. Maintain records of public education programs	5.1. Education program materials are filed and stored according to agreed procedures. 5.2. Evaluation and feedback on programs are available for use in future program development. 5.3. Records of education schedules and costings are up to date and accurate.

Required Skills and Knowledge

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

Required Skills

- communication of information
- presentation of information
- research of public needs
- management of difficult situations
- problem solving
- time management
- organisational

Required Knowledge

- subject matter to be presented
- adult education principles
- different educational mediums
- presentation techniques

Evidence Guide

Overview of assessment requirements

A person who demonstrates competency in this unit will be able to perform the outcomes described in the Elements to the required performance level detailed in the Performance Criteria. The knowledge and skill requirements described in the Range Statement must also be demonstrated. For example, knowledge of the legislative framework and safe work practices that underpin the performance of the unit are also required to be demonstrated.

Critical aspects of evidence to be considered

The demonstrated ability to:

- develop and organise public education programs
- use a range of information sources when determining information requirements
- develop and impart accurate information to the public that complies with council and legislative requirements
- organise and use suitable mediums.

Context of assessment

Assessment of performance requirements in this unit should be undertaken within the context of the local government framework. Competency is demonstrated by performance of all stated criteria, including the Range of Variables applicable to the workplace environment.

Method of assessment

The following assessment methods are suggested:

- observation of the learner performing a range of workplace tasks over sufficient time to demonstrate handling of a range of contingencies
- written and/or oral questioning to assess knowledge and understanding
- completion of workplace documentation
- third-party reports from experienced practitioners
- completion of self-paced learning materials including personal reflection and feedback from trainer, coach or supervisor.

Evidence required for demonstration of consistent performance

Evidence should be gathered over a period of time in a range of actual or simulated management environments.

Resource implications

Access to a workplace or simulated case study that encompasses:

- information on council services, policies, statutory obligations and requirements
- developing mediums such as videotapes, brochures and displays.

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.

Need for information

may arise from:

- new legislation
- new council policy
- current and emerging environmental and sustainability issues/policies
- new council services
- health considerations
- customer needs and requirements
- compliance requirements

Information may include:

- services available
- legislation
- impacts on health, environment or safety

Appropriate medium may include:

- brochures
- fact sheets
- displays
- videotapes
- public meetings

Sources of information

may include:

- council publications
- council business papers
- statutory authorities
- state and federal governments
- other councils
- regional organisations of councils

Unit Sector(s)

Common.

Competency field

Not applicable.