



Australian Government

Department of Education, Employment and Workplace Relations

MCMC614A Develop a communications strategy to support production

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit covers the knowledge and skills needed to develop and implement a communications strategy to support production in a **competitive manufacturing** environment.

Competency Field

CMI Interpersonal/change

Application of the competency

In a typical scenario, a person (who may be a manager, technical specialist or other person) is required to analyse a situation to determine the required communication strategies from a wide range of possibilities and then implement that strategy or modify an existing strategy.

This unit covers the knowledge and skills needed to develop and implement a communications strategy to support production in a **competitive manufacturing** environment.

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

Elements and Performance Criteria

Element	Performance Criteria
1 Determine information needs of employees and manufacturing systems	1.1 Examine competitive manufacturing strategy and determine broad information framework 1.2 Examine the production process and its requirements and determine the information needs of production employees 1.3 Examine the maintenance strategy and determine the information needed by maintenance employees 1.4 Examine the office, logistics, sales, marketing and other areas supporting production and determine the information needs of employees 1.5 Discuss information used and desired with employees at all relevant levels 1.6 Examine control systems to determine their data needs
2 Select communication strategy	2.1 Analyse required information flows 2.2 Determine access requirements by information users 2.3 Evaluate suitability of communication media for required information flows and access 2.4 Discuss possible strategy with relevant stakeholders 2.5 Select an appropriate strategy or strategies
3 Implement strategy	3.1 Develop list of what needs to be done 3.2 Determine resources required to implement strategy 3.3 Obtain authority for communication media to be

- developed
- 3.4 Monitor development of communication media and take appropriate corrective action as required
- 3.5 Deploy developed communication media
- 4 Monitor ongoing situation
 - 4.1 Determine relevant indicators for communication strategy
 - 4.2 Monitor indicators
 - 4.3 Re-evaluate communication needs on a regular basis
 - 4.4 Make improvements to the communication strategy as appropriate

Required Skills and Knowledge

What skills and knowledge is needed to achieve the performance criteria?

Skills

negotiating
communication
team work
problem solving

Knowledge

knowledge of communication media
communication needs of the organisation and its individuals

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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.

Overview of assessment requirements

Assessment should aim to demonstrate that the person being assessed can develop a communication strategy which will meet the information needs of a competitive manufacturing organisation and its employees.

Specific evidence requirements

What critical aspects of evidence is required to demonstrate competency in this unit?

Evidence of developing/improving a communications strategy.

In what context should assessment occur?

Assessment will need to occur in a competitive manufacturing organisation and where the individual is responsible for the communication strategy or by case study.

Are there any other units which could or should be assessed with this unit or which relate directly to this unit?

This unit may be assessed concurrently with appropriate units.

What method of assessment should apply?

Assessors must be satisfied that the person can consistently perform the unit as a whole, as defined by the elements, performance criteria, skills and knowledge. A holistic approach should be taken to the assessment.

Assessors should gather sufficient, fair, valid, reliable, authentic and current evidence from a range of sources. Sources of evidence may include direct observation, reports from supervisors, peers and colleagues, project work, samples, organisation records and questioning. Assessment should not require language, literacy or numeracy skills beyond those required for the unit.

The assessee will have access to all techniques, procedures, information, resources and aids which would normally be available in the workplace.

The method of assessment should be discussed and agreed with the assessee prior to the commencement of the assessment.

What evidence is required for demonstration of consistent performance?

Evidence should be available from an extended period of time and may be historic if the person has been in this role for some time.

What are the specific resource requirements for this unit?

Access to a workplace implementing competitive manufacturing strategies is required. No other specific resources are required.

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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. Add any essential operating conditions that may be present with training and assessment depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts.

Competitive manufacturing

Competitive manufacturing is used to describe the range of systemic manufacturing practice concepts and approaches. It covers but is not limited to:

lean manufacturing

agile manufacturing

preventative and predictive maintenance approaches

monitoring and data gathering systems such as Systems control and data acquisition software (SCADA), enterprise resource planning systems (ERP), Manufacturing resource planning (MRP), and proprietary systems such as SAP, etc.

statistical process control systems including six sigma and three sigma

just in time, kanban and other pull related manufacturing control systems

supply, value, and demand chain monitoring and analysis

other continuous improvement systems

Competitive manufacturing should be interpreted so as to take into account the stage of implementation of competitive manufacturing approaches, the enterprise's size and work organisation, culture, regulatory environment and manufacturing sector.

Access requirements

Access requirements include:

occasional access

periodic access

continual access

visual/auditory/tactile access

on line/hard copy access

specific location

many or generalised locations

Communication media

Communication media include:

manuals such as SOPs, OHS and training manuals

aide memoir

verbal

signage

instruction displays

tags, isolations/lockouts

permits to work/clearances

operator reporting

visual factory type displays

painted walkways

tools/keys/buttons with a specific feel

Stakeholders

Includes team members, personnel officers, industrial officers, union delegates, production management, human relations management, financial management, engineering/technical personnel.

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Unit Sector(s)

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