



Australian Government

Department of Education, Employment and Workplace Relations

MSACMC614A Develop a communications strategy to support production

Revision Number: 1

MSACMC614A Develop a communications strategy to support production

Modification History

Not applicable.

Unit Descriptor

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.
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Application of the Unit

Application of the unit	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 primarily requires the application of skills associated with developing effective communication strategies. Problem solving, initiative and enterprise, and planning and organising are required to ensure communications are targeted and meet the needs of stakeholders. This unit also requires aspects of self management and learning to ensure improvement of own communication effectiveness.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	
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Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance Criteria describe the performance needed to demonstrate achievement of the Element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the Range Statement. Assessment of performance is to be consistent with the Evidence Guide.
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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, and involve team and other key personnel in strategy development to ensure awareness, learning and commitment 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

ELEMENT	PERFORMANCE CRITERIA
	4.4. Make improvements to the communication strategy as appropriate.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- negotiating
- communication
- team work
- problem solving
- planning and organising

Required knowledge

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

Evidence Guide

EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the 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.
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.
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.

EVIDENCE GUIDE	
	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.

Range Statement

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, if used in the performance criteria, is detailed below. 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) may also be included.

Competitive manufacturing	<i>Competitive manufacturing</i> 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 • statistical process control systems, including six sigma and three sigma • Just In Time (JIT), 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 • online/hard copy access • specific location • many or generalised locations
Communication media	Communication media include:

RANGE STATEMENT	
	• 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.

Unit Sector(s)

Unit Sector	CM Change/interpersonal
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Co-requisite units

Co-requisite units	
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Functional area

Functional Area	
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