

CULLB510B**Develop and maintain community/stakeholder relationships****Unit Descriptor**

This unit describes the skills and knowledge required to develop and maintain community/stakeholder relationships. As such, the unit focuses on the need for regular and ongoing consultation to maintain the quality of service provision.

This unit is relevant to people working in many industries and has been written for broad application.

Unit Sector

No sector assigned

ELEMENT**PERFORMANCE CRITERIA**

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|---|---|
| 1. Plan approach to stakeholder consultation | 1.1 Review and assess current and potential stakeholders to determine needs, interests, priorities and relevant trends
1.2 Identify key stakeholders, their representatives and means to establish and maintain links
1.3 Make provision for current relevant information on stakeholders to be gathered and maintained
1.4 Ensure plans to establish and maintain stakeholder links reflect awareness of relevant internal and external factors
1.5 Take account of cultural considerations in planning stakeholder consultations |
| 2. Establish and maintain stakeholder relationships | 2.1 Use a range of formal and informal strategies to facilitate links between stakeholder(s) and the organisation
2.2 Identify and assess strategies for formal links between the organisation and key stakeholder(s), and implement selected mechanisms
2.3 Monitor and evaluate mechanisms and take appropriate action to continuously improve them
2.4 Determine the purpose and parameters of specific consultations and inform participants clearly
2.5 Ensure information from stakeholder consultations is integrated into organisational planning and made available to relevant colleagues in a timely way
2.6 Ensure communication with stakeholder(s) takes into account the nature of the group(s) and prior and potential relationships |
| 3. Develop stakeholder networks | 3.1 Identify, establish and use formal and informal networks as a communication channel
3.2 Share expertise, information and resources with networks when appropriate to strengthen links |
| 4. Represent the organisation to the community | 4.1 Communicate the organisation's role accurately and confidently in a way which the audience understands and which maintains stakeholder awareness
4.2 Promote the organisation consistently to external bodies which affect its role, funding and operations
4.3 Identify and use opportunities for promotion constructively |

KEY COMPETENCIES

The seven key competencies represent generic skills considered for effective work participation. The bracketed numbering against each of the key competencies indicates the performance level required in this unit.

Level (1) represents the competence to undertake tasks effectively

Level (2) represents the competence to manage tasks

Level (3) represents the competence to use concepts for evaluating and reshaping tasks.

Key Competency	Example of Application	Performance Level
Communicating ideas and information	Writing a report on consultation outcomes	2
Collecting analysing and organising information	Evaluating results of community consultations	2
Planning and organising activities	Organising a community consultation session	2
Working with others and in teams	Working with colleagues to develop community links	2
Using mathematical ideas and techniques	Estimating costs of consultations	2
Solving problems	Developing an approach to meet conflicting community needs	2
Using technology	Using electronic communication with stakeholders	1

RANGE STATEMENT

The Range Statement relates to the Unit of Competency as a whole. It allows for different work environments and situations that will affect performance.

The following variables may be present with training and assessment depending on the work situation, needs of the trainee, accessibility of the item, and local industry and regional contexts. If bold italicised text is shown in Performance Criteria, details of the text are provided in the Range Statement.

Current and potential stakeholders may include:

- other organisations
- particular cultural or ethnic groups
- academics, teachers and students or their representative bodies
- stakeholders with special needs
- stakeholders in remote areas
- small or large businesses
- staff in the broader organisation
- affiliated and special interest groups, eg clubs, societies, friends' organisations, or other community and/or cultural organisations
- the general community

Internal and external factors that affect planning may relate to:

- current organisational objectives
- resource constraints
- political and social issues in the community
- market trends
- technological developments

Relationships may be ongoing or used for a specific purpose and may include:

- obtaining regular stakeholder feedback
- surveying stakeholder views on particular issues and services to assist development of new services or facilities
- requests for financial support
- market research
- inclusion in public activities
- exhibitions and outreach programs
- involvement in the development of appropriate exhibitions, public programs and special events

Consultations may include:

- formal consultative bodies
- informal communication and feedback
- regular liaison activities
- newsletters or other regular or specific information provision
- surveys
- external committees, working parties or taskforces

EVIDENCE GUIDE

The Evidence Guide describes the underpinning knowledge and skills that must be demonstrated to prove competence. It is essential for assessment and must be read in conjunction with the performance criteria, the Range Statement and the Assessment Guidelines of the relevant Training Package.

Critical aspects of evidence required to demonstrate competency in this unit

The following evidence is critical to the judgement of competence in this unit:

- ability to develop appropriate relationships and networks to meet the needs of a specific workplace context
- well-developed communication skills to facilitate effective consultation with a broad range of stakeholders

Context of assessment and consistency of performance

The assessment context must provide for:

- practical demonstration of skills through the development of relationships and networks to address specific workplace needs
- involvement of and interaction with others to reflect the consultation and communication aspects of this unit
- project or work activities conducted over a period of time to reflect the ongoing monitoring and implementation aspects of this unit

Relationships to other units

This unit has linkages to a range of other general management and technical units, and combined assessment and/or training with those units may be appropriate, eg:

- CULLB508B Monitor and enhance information access
- BSBFLM507B Manage quality customer service
- BSBFLM509B Promote continuous improvement

Method of assessment

Assessment may incorporate a range of methods to assess performance and the application of essential underpinning knowledge, and might include:

- evaluation of consultation programs developed and implemented by the candidate
- review of consultation documentation prepared by the candidate
- case studies to assess ability to develop links and networks for different workplace contexts
- review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate

Assessment methods should closely reflect workplace demands and the needs of particular groups [eg people with disabilities, and people who may have literacy or numeracy difficulties such as speakers of languages other than English, remote communities and those with interrupted schooling].

Essential skills and knowledge

Assessment must include evidence of essential knowledge of, and skills in, the following areas:

- role and nature of promotion, advocacy and networks in the relevant work context
- nature and range of stakeholder groups, including special needs and potential cultural considerations
- features, costs and benefits of different consultation mechanisms
- networking techniques and strategies
- planning and organisational techniques for community consultations
- legal issues which might impact on community consultation, including relevant health and safety requirements
- literacy skills sufficient to interpret and develop complex documents
- communication skills sufficient to conduct formal and informal consultations

Specific resource requirements

Assessment of this unit requires access to:

- strategic plans and relevant policies and procedures manuals
- resources to implement consultation processes