



Australian Government

PSPGEN074 Develop and implement community engagement strategies

Release: 2

PSPGEN074 Develop and implement community engagement strategies

Modification History

Release	Comments
2	Updated incorrect content in Elements and Performance Criteria.
1	This unit was released in PSP Public Sector Training Package release 1.0 and meets the Standards for Training Packages. This unit supersedes and is equivalent to PSPCOM502A Develop and implement community engagement strategies. • Unit code updated • Content and formatting updated to comply with new standards • All PC transitioned from passive to active voice

Application

This unit describes the skills required to design and implement effective activities or programs that involve the community in government policy development, planning and decision making processes. It includes issue analysis, scoping, designing, implementing, reporting and evaluating on community engagement activities or programs.

This unit applies to those working in roles where they are designing activities to involve the community in government decisions.

The skills and knowledge described in this unit must be applied within the legislative, regulatory and policy environment in which they are carried out. Organisational policies and procedures must be consulted and adhered to.

Those undertaking this unit would work autonomously in consultation with others, while performing complex tasks in a range of familiar contexts.

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

Competency Field

General

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the range of conditions section.
1. Conduct an issue analysis	1.1 Develop a framework to assist in analysing an issue that requires community engagement. 1.2 Identify and consult key stakeholders in accordance with organisational policy and procedures. 1.3 Use the framework to conduct the analysis, and identify community engagement options in accordance with organisational requirements.
2. Scope community engagement activity or program	2.1 Identify parameters and constraints of community engagement, including time and resource limitations. 2.2 Establish the purpose and objectives of community engagement in consultation with key stakeholders, including what is negotiable, clarifying what is with relevant personnel. 2.3 Develop objectives that are relevant, achievable, measurable, flexible enough to allow for the emergence of new options or ideas and are linked to program/project objectives. 2.4 Define the target community in accordance with the purpose, objectives and scope of activity. 2.5 Determine the level of community engagement, methods and techniques to suit the purpose, objectives, target community and scope of activity. 2.6 Identify likely barriers to community engagement involvement and strategies to address them.
3. Design community engagement activity or program	3.1 Identify and use opportunities, where possible, to involve the community in the design of the engagement activity or program and its evaluation. 3.2 Identify benefits for community involvement in the engagement process, both for the organisation and the community. 3.3 Identify and apply relevant government/agency guidelines, protocols, systems and processes. 3.4 Design programs to address risks and issues with appropriate mitigation measures including strategies to identify and include those missed in the community definition. 3.5 Embed communication, monitoring, reporting, feedback and evaluation processes in the activity or program. 3.6 Obtain relevant commitment to/approval of the activity or program in accordance with organisational policy and procedures.

4. Implement community engagement activity or program	4.1 Allocate resources and time to the implementation process, including a process manager/facilitator with the necessary capabilities, in accordance with the program design. 4.2 Coordinate the implementation across the agency and across government, where relevant. 4.3 Communicate the objectives and constraints of the engagement in a manner that is understood by all participants. 4.4 Establish clarity around the roles and responsibilities of all participants and the level of influence of the participants on the final decision. 4.5 Identify and manage the expectations of participants and provide the community is with all relevant information throughout the engagement process. 4.6 Implement feedback mechanisms in accordance with the process plan, and community requirements and address barriers to community engagement involvement to maximise participation. 4.7 Address risks and issues with appropriate mitigation measures. 4.8 Acknowledge and respect community diversity throughout, and the process is transparent and managed in accordance with planned design. 4.9 Implement the process flexibly enough to allow the community to raise new ideas or options and provide the community with opportunities to develop their engagement.
5. Report on the outcomes of community engagement	5.1 Report outcomes of community engagement to relevant government/agency staff, all participants and those who may be affected or have a significant interest, in accordance with organisational policy and procedures. 5.2 Provide feedback to all participants on how the outcomes may inform government/agency planning or decision making.
6. Evaluate community engagement activity	6.1 Use a good practice model to evaluate all components of the engagement activity or program in accordance with the design plan. 6.2 Obtain feedback on the quality of the activity or program from participants. 6.3 Analyse the extent to which the engagement outcomes informed government/agency planning and decision making. 6.4 Record, share and use achievements and lessons from the engagement activity or program across the government/agency and with the community in accordance with organisational policy and procedures.

Foundation Skills

Foundation skills are embedded within the elements and performance criteria of this unit.

Unit Mapping Information

This unit supersedes and is equivalent to PSPCOM502A Develop and implement community engagement strategies.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=bebbece7-ff48-4d2c-8876-405679019623>

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Assessment Requirements for PSPGEN074 Develop and implement community engagement strategies

Modification History

Release	Comments
1	These Assessment Requirements were released in PSP Public Sector Training Package release 1.0 and meet the Standards for Training Packages. • Assessment Requirements created drawing upon specified assessment information from superseded unit

Performance Evidence

Evidence required to demonstrate competence must satisfy all of the requirements of the elements and performance criteria. If not otherwise specified the candidate must demonstrate evidence of performance of the following on at least one occasion.

- working with diverse communities using communication styles to suit different audiences and purposes
- managing expectations
- explaining complex and formal policies and concepts to a variety of audiences
- facilitating community engagement, including relationship building, networking, negotiation, conflict management and risk management
- scoping, designing and implementing community engagement activities/programs including project management, time management and budget management
- applying lateral thinking to provide solutions and overcome barriers to community engagement
- evaluating community engagement activities/programs
- applying workplace safety procedures to community engagement activities
- detailing requirements, writing recommendations and preparing community engagement reports requiring complex language structures and precision of expression

Knowledge Evidence

Evidence required to demonstrate competence must satisfy all of the requirements of the elements and performance criteria. If not otherwise specified the depth of knowledge demonstrated must be appropriate to the job context of the candidate.

- legislation, regulations, policies, procedures and guidelines relating to community engagement
- community engagement theory, principles, practices and techniques

- public sector ethics and codes of conduct
- facilitation/process management in the context of community engagement
- principles of cultural awareness and cross cultural communication
- social justice principles
- organisational policies related to communication and the media
- equal employment opportunity, equity and diversity principles
- workplace safety procedures relating to community engagement activities

Assessment Conditions

This unit contains no specific industry-mandated assessment conditions. Guidance on suggested and recommended conditions and methods can be found in the Implementation Guide.

Assessors must satisfy the NVR/AQTF mandatory competency requirements for assessors.

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