



Australian Government

PSPWPI007 Represent and promote the organisation

Release: 1

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Modification History

Release	Comments
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 PSPWPI604B Represent and promote the organisation. • 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 represent and promote the organisation in different settings by using a range of communication strategies to achieve desired outcomes.

This unit applies to those working as representatives for their organisation.

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 independently 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

Workplace inspection

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. Represent the organisation	1.1 Promote a professional image of the organisation. 1.2 Adapt information on issues, policies and practices for different audiences in terms of its range, depth and form of presentation, and communicate orally and in writing. 1.3 Develop and provide advice within the area of responsibility. 1.4 Seek feedback on clients' levels of understanding and use additional information or explanation to clarify issues if required.
2. Use communication strategies to achieve desired outcomes	2.1 Tailor communication strategies to the audience and the context. 2.2 Adjust communication strategies and content in response to feedback from clients. 2.3 Brief additional personnel, as needed, to assist with a strategy, outlining the expected outcomes and their responsibilities in achieving them. 2.4 Advise clients of processes and timelines for receiving information when issues are referred to others for advice on complex matters.
3. Build and maintain networks and relationships	3.1 Allocate time to establish and maintain networks and work relationships. 3.2 Identify and access information, key people and networks to assist in achieving work outcomes. 3.3 Establish and maintain communication channels and exchange information and ideas to provide benefits for clients and the organisation.

Foundation Skills

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

Unit Mapping Information

Unit supersedes and is equivalent to PSPWPI604B Represent and promote the organisation.

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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