



Australian Government

PUACOM005 Foster a positive organisational image in the community

Release: 1

PUACOM005 Foster a positive organisational image in the community

Modification History

Release 1. This is the first release of this unit of competency in the PUA Public Safety Training Package.

Application

This unit of competency involves the skills and knowledge required to enable two-way communication with the community and to promote a positive public image. It includes promoting and representing the organisation in the community and advising and involving the community in public safety activities.

The unit is applicable to personnel who are required to take an active community engagement and educational role.

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

Pre-requisite Unit

The fire sector is those sections of government departments, statutory authorities or organisations that have responsibility under jurisdictional arrangements for the delivery of firefighting and fire management services.

It is essential that the prerequisite units listed below are obtained prior to the issuance of this unit to individuals within the fire sector or the units contributing to the attainment of a fire qualification.

PUATEA004 Work effectively in a public safety organisation

Competency Field

Communication

Unit Sector

Public Safety

Elements and Performance Criteria

ELEMENTS

PERFORMANCE CRITERIA

Elements describe the essential outcomes.

Performance criteria describe the performance needed to demonstrate achievement of the element.

- | | |
|---|--|
| 1 Promote organisation in community | 1.1 Community requests for information or participation are responded to, in accordance with organisational policies and procedures

1.2 Opportunities to explain and promote organisational activities are acted on to promote community recognition and support

1.3 Non-routine requests for information are referred to appropriate personnel |
| 2 Represent organisation in community | 2.1 Organisation's position on issues is disseminated to acknowledge community concerns and promote community awareness

2.2 Communication and presentations to the public are used to enhance the organisation's public image |
| 3 Advise and involve community in public safety activities | 3.1 Community is advised of prevention and mitigation techniques

3.2 Community members are informed on how to implement prevention and mitigation activities

3.3 Community is assisted to initiate, develop and conduct prevention and mitigation techniques to address their specific needs |

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Range of Conditions

Range is restricted to essential operating conditions and any other variables essential to the work environment.

Non-essential conditions may be found in the Companion Volume Implementation Guide.

Unit Mapping Information

This unit replaces and is equivalent to PUACOM005B Foster a positive organisational image in

the community.

Links

PUA Training Package Companion Volume Implementation Guide is found in VETNet - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=3eca5672-6d5a-410b-8942-810d0ba05bbf>

Assessment Requirements for PUACOM005 Foster a positive organisational image in the community

Modification History

Release 1. This is the first release of this unit of competency in the PUA Public Safety Training Package.

Performance Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all the requirements of the elements and performance criteria on at least one occasion and includes

- advising and involving the community in public safety activities
- communicating with diverse people and groups
- evaluating community activities
- following organisational policies and procedures including Work, Health and Safety (WHS)/Occupational Health and Safety (OHS) requirements
- interpreting comments and feedback
- listening to community questions and responding
- promoting organisational messages in the community
- representing the organisation in the community positively
- risk mitigation and prevention techniques

Knowledge Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all the requirements of the elements and performance criteria and includes knowledge of

- appropriate personnel to contribute to community events
- characteristics of communities
- evaluation of community activities
- opportunities to promote including special promotions
- organisational documentation, policies and procedures including procedures for Work, Health and Safety (WHS)/Occupational Health and Safety (OHS) requirements, the provision of advice, recording comments and completing follow up actions
- organisation's position on current issues
- presentation strategies and techniques
- privacy principles
- risk mitigation and prevention techniques
- types of information to present to the community

Assessment Conditions

As a minimum, assessors must satisfy applicable regulatory requirements, which include requirements in the Standards for Registered Training Organisations current at the time of assessment.

As a minimum, assessment must satisfy applicable regulatory requirements, which include requirements in the Standards for Registered Training Organisations current at the time of assessment.

Assessment processes and techniques must be appropriate to the language, literacy and numeracy requirements of the work being performed and the needs of the candidate.

Assessment must occur in workplace operational situations. Where this is not appropriate, assessment must occur in industry approved simulated workplace operational situations that reflect workplace conditions.

Resources for assessment must include access to

- a range of relevant exercises, case studies and/or simulations
- relevant and appropriate materials, equipment, tools and personal protective clothing and equipment currently used in industry including
 - organisational promotional information and materials
- applicable documentation including organisational procedures, industry standards, equipment specifications, regulations, codes of practice and operation manuals.

Links

PUA Training Package Companion Volume Implementation Guide is found in VETNet - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=3eca5672-6d5a-410b-8942-810d0ba05bbf>