



**Australian Government**

# **PUACOM010 Promote the organisation's mission and services**

**Release: 1**

# **PUACOM010 Promote the organisation's mission and services**

## **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 build networks which facilitate the promotion and representation of the organisation's mission and services. It includes building networks and developing working relationships whilst representing and promoting the organisation's mission and services.

The unit is applicable to public safety managers with a broad and strategic role in promoting the organisation's mission and services.

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.

PUACOM007 Liaise with other organisations

## **Competency Field**

Communication

## **Unit Sector**

Public Safety

## **Elements and Performance Criteria**

### **ELEMENTS**

### **PERFORMANCE CRITERIA**

Elements describe the essential    Performance criteria describe the performance needed to

outcomes.

demonstrate achievement of the element.

**1 Build networks and develop working relationships**

- 1.1** Formal and informal networks are established at local, regional and national levels to support ongoing and future liaison and collaboration
- 1.2** Roles and responsibilities of stakeholders are recognised and considered during networking interaction
- 1.3** Working relationships are developed through sharing expertise and resources to provide organisational and community benefit
- 1.4** Dealings with stakeholders are conducted ethically and professionally when developing a relationship of trust and mutual understanding
- 1.5** Feedback is obtained from other organisations and governments to inform and improve service delivery

**2 Represent the organisation**

- 2.1** Organisation's message is imparted accurately in a clear, concise and confident manner to gain stakeholders' understanding and commitment
- 2.2** Organisations representation is sought and promoted to external bodies
- 2.3** Opportunities to promote the organisation's mission and services through media, government and community are utilised, in accordance with organisational policy
- 2.4** Advice to stakeholders is provided, in accordance with organisational policy and legislative responsibilities
- 2.5** Confidential advice on matters sensitive to governments and the organisation is provided, in accordance with organisational policies and procedures

## 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 PUACOM010B Promote the organisation's mission and services.

## **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 PUACOM010 Promote the organisation's mission and services

## Modification History

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## 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

- building networks and developing working relationships
- identifying and utilising opportunities to promote the organisation through media
- imparting information accurately
- promoting the organisations mission and services
- representing the organisation

## 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

- ethical and professional standards formal and informal networks at local, regional and national levels
- legislation and regulations
- organisational documentation, policies and procedures
- organisational mission and services
- privacy principals
- promotional techniques
- roles and responsibilities of other agencies and organisations

## 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.

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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
- applicable documentation including organisational procedures, industry standards, equipment specifications, regulations, codes of practice and operation manuals.

## Links

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