



Australian Government

PUACOM006B Plan and conduct a public awareness program

Release 3

PUACOM006B Plan and conduct a public awareness program

Modification History

Release	TP Version	Comments
3	PUA12 V2.1	Editorial changes.
2	PUA12 V2	Layout adjusted. Application added.
1	PUA00 V8.1	Primary release.

Unit Descriptor

This unit covers competency for developing awareness in the local community about public safety together with an understanding of organisation's services, facilities and activities.

Application of the Unit

This unit applies to workers who are required to take an active community engagement and education role. It is applicable across an organisation from both a local community and local public safety group level to organisation wide.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

PUACOM005B Foster a positive organisational image in the community (Fire sector specific)

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a Unit of Competency.

Performance Criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the Range Statement. Assessment of performance is to be consistent with the Evidence Guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Plan public awareness/ information presentation	1.1 Details of the audience's, requirements and expectations are confirmed and clarified to ensure presentation meets client requirements 1.2 Objectives of presentation and respective roles of those involved are determined in consultation with relevant personnel. 1.3 Presentation is structured taking into account characteristics of the audience, including ethnic composition, anticipated questions and the subject matter to be presented. 1.4 Relevant information is accessed and familiarity with subject matter is confirmed to ensure all information imparted is current and accurate. 1.5 Required equipment aids and resources appropriate to the audience are identified and organised.
2. Conduct public awareness/ information presentation	2.1 Information is accurate, culturally appropriate and is presented in a clear manner, in logical sequence. 2.2 Aids and equipment are used effectively and correctly to help the audience gain knowledge and retain the information. 2.3 Presentations are conducted using recognised principles of group learning appropriate to the audience characteristics. 2.4 Feedback from audience and observers is used to assist in assessing own performance and program content. 2.5 Current publications suitable to audience, and sources of additional information are provided to enable follow-up. 2.6 Questions asked are answered and supplemented with relevant information. 2.7 Queries outside the area of responsibility or expertise are referred to the relevant area.
3. Conduct visits to facilities/specific locations of interest	3.1 Facilities, locations and/or equipment are prepared prior to demonstration/tour to meet organisation standards and occupational health and safety guidelines, and to promote a positive public image. 3.2 Information given is accurate and provides comprehensive coverage of the facility/location/equipment being discussed or demonstrated.

ELEMENT**PERFORMANCE CRITERIA****4. Store resources and complete records**

- 4.1 Equipment and resources are stored according to organisation procedures.
- 4.2 **Records** of presentations/demonstrations are completed in line with organisation requirements.

5. Evaluate/review presentations and demonstrations

- 5.1 Improvements to own delivery of presentations are implemented within ***operational constraints***.
- 5.2 Recommendations for improvement to presentations/demonstrations and associated resources are made to relevant personnel.

Required Skills and Knowledge

This describes the essential skills and knowledge and their level, required for this unit.

Required Skills

- analysing feedback
- analysing information requirements
- communicating information verbally and non-verbally
- completing forms
- planning presentations
- presentation techniques
- reviewing own performance

Required Knowledge

- available presentation aids and resources
- knowledge of hazards related to the organisation's responsibility
- occupational health and safety guidelines relevant to safety of public around equipment and in facilities
- organisation procedures for packing up and storing equipment
- organisation requirements for completing records of presentations/demonstrations
- organisation standards relevant to presentation of equipment and facilities
- organisation standards relevant to safety of public in station/base premises
- overhead projector
- policy and procedures relating to provision of information about the organisation's activities
- range of communication strategies
- slide presentation equipment
- technical information relevant to presentation/tour
- use of a variety of learning/training/presentation equipment including whiteboard

Evidence Guide

Critical aspects for assessment and evidence required to demonstrate competency in this unit

It is essential for this unit that competence be demonstrate in:

- The preparation and presentation of information which is accurate and in accordance with the organisation's policies and procedures, guidelines and legal requirements

Consistency in performance

Evidence should be gathered over a period of time in a range of actual or simulated workplace environments.

Context of and specific resources for assessment

Context of assessment

Review plan against organisational guidelines and assess performance on the job.

Specific resources for assessment

Access to presentation venue.

presentation equipment and aids will be required.

Range Statement

The Range Statement relates to the Unit of Competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the Performance Criteria is detailed below.

- Audience*** may include:
- adults
 - children
 - senior citizens
 - other agencies
 - pre-school children
 - community groups
 - persons from culturally and linguistically diverse backgrounds
 - people with disabilities

- Relevant personnel*** may include:
- co-presenter
 - team leader/supervisor
 - training officer
 - human resources manager
 - technical expert/experienced person

- Characteristics of audience*** may include:
- age
 - size of group
 - anticipated level of existing knowledge on the subject
 - the reason for attendance and level of English proficiency

- Information*** may include:
- how to reduce public safety risk
 - organisation's services
 - facilities and activities
 - legal obligations of public and organisations involved

- Information ***imparted*** may include:
- in a range of formal and informal situations including organisation displays and information stands
 - demonstrations
 - exercises
 - group displays
 - ceremonial displays
 - at local events and festivals
 -

- Venues*** may include:
- shopping malls
 - station/base
 - any public place where organisation is being

- represented
- front counter of station/base
- community venues
- schools
- other organisation's facilities
- specific locations of interest,
- places of worship
- Equipment** may include:
 - overhead projectors
 - electronic whiteboard
 - electronic presentation equipment
 - organisation technical equipment
 - practical demonstration equipment
 - writing material
- Relevant supplementary information** may include:
 - information to assist the public
 - information of public interest
- Facilities, location** may include:
 - shopping malls
 - station/base
 - any public place where organisation is being represented
 - front counter of station/base
 - community venues
 - schools
 - other organisation's facilities
 - specific locations of interest
 - places of worship
- Records** may include:
 - brief written reports
 - proformas
 - forms
 - verbal report
 - attendance register
 - assessment
- Operational constraints** may include:
 - time
 - financial resources
 - human resources
 - availability of materials
 - equipment and printed matter

Unit Sector(s)

Not applicable.