



Australian Government

Department of Education, Employment and Workplace Relations

RIICCR401A Develop and maintain positive community relations

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit covers the development and maintenance of positive community relations in the resources and infrastructure industries. It includes establishing community relationship strategies, developing and maintaining community relationships, representing the organisation in the community, and maintaining and improving ongoing community relationships. Licensing, legislative, regulatory and certification requirements that apply to this unit can vary between states, territories, and industry sectors. Relevant information must be sourced prior to application of the unit.

Application of the Unit

This unit is appropriate for those working in a supervisory role or as a technical specialist, at worksites within:

- Civil construction
- Coal mining
- Drilling
- Extractive industries
- Metalliferous mining

Licensing/Regulatory Information

Refer to Unit Descriptor.

Pre-Requisites

Not applicable.

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 performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Establish community relationship strategies	1.1. Access, interpret and apply compliance documentation relevant to the community relationship strategies 1.2. Identify relevant community groups and individuals 1.3. Assess community group/individual profiles to determine community relationship strategy 1.4. Identify and analyse a range of community relationship strategies and activities which meet organisational requirements 1.5. Develop relationship strategies to foster trust and confidence of individuals and community and to promote benefits consistent with organisational interests and requirements
2. Develop and maintain community relationships	2.1. Use appropriate networking strategies and activities to establish and maintain community relationships 2.2. Identify and pursue networking opportunities to maximise a range of community contacts 2.3. Provide information to the community regarding new networks 2.4. Inform individuals and colleagues of potential benefits to the organisation by participating in networks 2.5. Participate in professional networks and associations to obtain and maintain knowledge of the community, its representatives and issues 2.6. Respond to community requests for information or participation in accordance with organisational policies and procedures 2.7. Act on opportunities to explain and promote the organisation's activities to develop and support community recognition 2.8. Refer non-routine requests for information to the appropriate person
3. Represent the organisation in	3.1. Represent the organisation's position on

the community	particular issues in a way that acknowledges community concerns and promotes community awareness 3.2.Enhance the organisation's public image through communication and presentations to the public 3.3.Use appropriate presentation skills to communicate the goals and objectives of the organisation 3.4.Effectively communicate issues, policies and practices of the community group, individuals or organisation 3.5.Obtain feedback to identify and develop ongoing activities
4. Maintain and improve ongoing community relationships	4.1.Establish processes for obtaining ongoing feedback from community groups or individuals 4.2.Assess management systems to ensure they support community relationships 4.3.Obtain and use feedback to develop and implement strategies to maintain and improve relationships with the community 4.4.Identify difficult situations and negotiate solutions using collaborative problem-solving techniques

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

Specific skills are required to achieve the Performance Criteria of this unit, particularly for its application in the various circumstances in which this unit may be used. This includes the ability to carry out or possess the following as required to develop and maintain positive community relations:

- apply legislative, organisation and site requirements and procedures for development and maintenance of positive community relations
- communication skills to liaise effectively with a variety of stakeholders
- literacy skills to produce high quality easy to understand written communications
- presentation skills to convey verbal messages effectively
- networking skills to form relationships with a variety of stakeholders
- organisational and time management skills to plan and manage own work priorities and community relations activities
- evaluation and problem solving skills to select appropriate community relationship strategies and overcome difficulties arising from community relations
- interpersonal skills to relate to people from diverse groups and abilities
- technology skills relevant to conducting community relations activities
- leadership skills to provide direction and guidance in developing community relationships

Required knowledge

Specific knowledge is required to achieve the performance criteria of this unit, particularly for its application in the various circumstances in which this unit may be used. This includes knowledge of the following as required to develop and maintain positive community relations:

- availability of organisation's and/or industry information and/or promotional material
- legislative responsibilities relevant to provision of information
- organisation's position on current issues
- range of community issues and organisations
- range of community activities that could be used to promote the organisation
- knowledge of the organisation's policies, plans and procedures
- principles of effective communication in relation to listening, questioning and non-verbal communication
- techniques for building relationships of trust with people including people from different cultures
- methods and techniques to prepare and present information to promote the organisation
- knowledge of related organisations, agencies and networks

- principles and operation of networks
- risks insurance and site staff briefing requirement for site visits
- recording procedures

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	The evidence required to demonstrate competency in this unit must be relevant to worksite operations and satisfy all of the requirements of the performance criteria, required skills and knowledge and the range statement of this unit and include evidence of the following: • knowledge of the requirements, procedures and instructions for developing and maintaining positive community relations • implementation of requirements, procedures and techniques for the safe, effective and efficient completion of development and maintenance of positive community relations • working with others to plan, prepare and conduct positive community relations • evidence of consistent successful positive community relations
Context of and specific resources for assessment	• This unit must be assessed in the context of the work environment. Where personal safety or environmental damage are limiting factors, assessment may occur in a simulated environment provided it is realistic and sufficiently rigorous to cover all aspects of workplace performance, including task skills, task management skills, contingency management skills and job role environment skills. • Assessment of this competency requires typical resources normally used in a resources and infrastructure sector environment. Selection and use of resources for particular worksites may differ due to the site circumstances. • The assessment environment should not disadvantage the participant. For example, language, literacy and numeracy demands of assessment should not be greater than those required on the job. • Customisation of assessment and delivery environment should sensitively accommodate

	cultural diversity. • Aboriginal people and other people from a non English speaking background may have second language issues. • Where applicable, physical resources should include equipment modified for people with disabilities. Access must be provided to appropriate learning and/or assessment support when required.
Method of assessment	This unit may be assessed in a holistic way with other units of competency. The assessment strategy for this unit must verify required knowledge and skill and practical application using more than one of the following assessment methods: • written and/or oral assessment of the candidate's required knowledge • observed, documented and/or first hand testimonial evidence of the candidate's: • implementation of appropriate requirements, procedures and techniques for the safe, effective and efficient achievement of required outcomes • consistent achievement of required outcomes • first hand testimonial evidence of the candidate's: • working with others to undertake and complete the development and maintenance of positive community relations • provision of clear and timely instruction and supervision by the individual of those involved in the conduct of the development and maintenance of positive community relations
Guidance information for assessment	Consult the SkillsDMC User Guide for further information on assessment including access and equity issues.

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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Compliance documentation may include:	• legislative, organisation and site requirements and procedures • manufacturer's guidelines and specifications • Australian standards • Employment and workplace relations legislation • Equal Employment Opportunity and Disability Discrimination legislation
Community may include:	• local community • business community • persons with a range of ages • persons from culturally and linguistically diverse backgrounds • persons with disabilities
Relationship strategies may include:	• informal and formal regular meetings • forums • feedback sessions • online media • events, including cultural events • sponsorship
Networking strategies may include:	• regular meetings • distribution of materials • individual marketing • maintaining regular contacts • associations and interest group memberships • workshops and seminars
Activities may include:	• career promotions • local shows • ceremonies • organisation specific events and regular state/national events • shopping mall promotions
Information may include:	• how to participate • publicity material

	• contact information
Professional networks and associations may include:	• work teams • other organisations • committees • internal and external stakeholders • government agencies • professional or occupational associations • community groups • project-specific ad hoc consultative or reference groups • advisory committees • local inter-agency groups • specific interest or support groups
Opportunities to explain and promote include:	• answering general enquiries • addressing negative community opinion • presentations at community group gatherings • special interest forums • community events and festivals • participation in conferences • representing organisation on associations and committees • school visits • media (where media access is permitted), including: • advertising • news articles
Feedback may include:	• accuracy and sufficiency of information • benefits to the organisation • benefits to the community • use of media • liaison with networks • appropriateness of audience • participation of individuals and groups

Unit Sector(s)

Customer and Community Relations

Competency field

Refer to Unit Sector(s).

Co-requisite units

Not applicable.