



Australian Government

SFICPL410 Promote fisheries management awareness programs

Release: 1

SFICPL410 Promote fisheries management awareness programs

Modification History

Release	Comments
Release 1	This version released with SFI Seafood Industry Training Package Version 1.0.

Application

This unit of competency describes the skills and knowledge required to plan and conduct fisheries management awareness programs for commercial, recreational and traditional fishers and the general public.

The unit applies to individuals who identify opportunities for promotion and awareness of fisheries management, develop plans for activities, find and use resources within the organisation and conduct and evaluate the program's success.

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

Pre-requisite Unit

Nil

Unit Sector

Compliance (CPL)

Elements and Performance Criteria

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Identify opportunities for awareness-raising activities	1.1 Identify opportunities for increasing industry and public awareness of legislation and fisheries management principles with team members 1.2 Identify and obtain resources within the organisation that can support the promotion and awareness activities 1.3 Select awareness and promotional activities that are consistent with awareness program aims and the goals of the organisation, are cost-effective and will maximise audience coverage for minimum

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
	effort
2. Conduct awareness and promotional activities	2.1 Obtain approval for awareness and promotional activities 2.2 Develop plans for activities that take into account the type of activity, target group characteristics and message 2.3 Make bookings for selected activities and clarify expectations with relevant people 2.4 Conduct awareness and promotional activities according to plan 2.5 Present the organisation in a positive manner
3. Follow up on awareness and promotional activities	3.1 Return borrowed resources and acknowledge anyone who provided assistance or support 3.2 Respond to requests for information in a timely manner 3.3 Carry out evaluation of activities according to plan, and report to supervisor
4. Build industry networks	4.1 Ensure opportunities to liaise with industry are identified, evaluated and prioritised to benefit the fisheries compliance organisation 4.2 Schedule personnel to pursue liaison opportunities as part of operational planning 4.3 Keep work team and supervisor informed of current issues and concerns that relate to fisheries management and fisheries compliance operations

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria.

Skill	Description
Numeracy	Interprets and integrates fisheries management data into presentation materials
Reading	Reads, analyses, selects and synthesises relevant information from promotional literature, a variety of source documents and publications

Skill	Description
Writing	Writes activity plans
Navigate the world of work	Applies knowledge of legislation and policies relevant to ethical and sustainable use of marine and freshwater environments
Interact with others	- Presents information effectively to individuals and groups, accounting for needs and expectations of target audience - Adapts communication style to suit purpose - Uses effective questioning techniques to confirm and clarify target group understanding of key messages
Get the work done	- Makes decisions relating to type, relevance and adequacy and method of presenting promotional media - Uses and maintains promotion-related resources and equipment

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
SFICPL410 Promote fisheries management awareness programs	SFICOMP410A Promote fisheries management awareness programs	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volumes, including Implementation Guides, are available at VETNet: -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=e31d8c6b-1608-4d77-9f71-9ee749456273>

Assessment Requirements for SFICPL410 Promote fisheries management awareness programs

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Performance Evidence

An individual demonstrating competency must satisfy all of the elements and performance criteria in this unit.

There must be evidence that the individual has planned and promoted at least two fisheries management awareness activities based on a fisheries management principle or legislation, including:

- identifying and evaluating awareness promotion activities against program aims
- organising, resourcing and conducting awareness and promotional activities
- conducting follow-up activities, including responding to enquiries and reporting on evaluation activities
- identifying opportunities to maximise industry engagement
- communicating with work team and supervisor about relevant issues and concerns arising from awareness and promotional activities.

Knowledge Evidence

An individual must be able to demonstrate the knowledge required to perform the tasks outlined in the elements and performance criteria of this unit. This includes knowledge of:

- fisheries management principles relevant to the target group
- educational resources and support available from the organisation
- fisheries Acts and legislation relevant to the target group, including existence of any native title and customary fishing practices
- structure and function of the fisheries compliance organisation.

Assessment Conditions

Assessment of skills must take place under the following conditions:

- physical conditions:
 - skills must be demonstrated in a fisheries management promotional setting or an environment that accurately represents workplace conditions

- resources, equipment and materials:
 - material and kits pre-prepared by others
 - suitable display space that may include pre-outfitted caravans or trailers
 - event calendars
- specifications:
 - access to fisheries Acts and legislation.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

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