



Australian Government

Department of Education, Employment and Workplace Relations

SFICOMP410A Promote fisheries management awareness programs

Release: 1

SFICOMP410A Promote fisheries management awareness programs

Modification History

Not Applicable

Unit Descriptor

Unit descriptor	This unit of competency involves promoting fisheries management awareness programs to industry, recreational fishers and the general public. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.
------------------------	---

Application of the Unit

Application of the unit	Some fisheries compliance agencies may have a dedicated education support unit.
--------------------------------	--

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	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.
---	--

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Identify opportunities for awareness raising activities	1.1. Opportunities for increasing awareness of legislation and fisheries management principles are identified by work team members. 1.2. Resources within the organisation that can support the promotion and awareness activities are identified and availability researched and booked or obtained. 1.3. Awareness and promotional activities are selected that are consistent with awareness program and the goals of the organisation, and will maximise audience coverage for minimum effort and be cost-effective.
2. Conduct awareness and promotional activities	2.1. Awareness and promotional activities are approved by supervisor. 2.2. Plans are developed for activities that take into account the type of activity, target group characteristics and message. 2.3. Bookings are made for selected activities and expectations clarified with relevant people. 2.4. Awareness/promotional activities are conducted according to plan. 2.5. Organisation is presented in a positive manner.
3. Follow up on awareness and promotional activities	3.1. Borrowed resources are returned and acknowledgment given to anyone who provided assistance or support. 3.2. Requests for information are responded to in a timely manner. 3.3. Evaluation of activities is carried out according to the plan and reported to supervisor.
4. Build industry networks	4.1. Opportunities to liaise with industry at all levels are identified, evaluated for benefits to fisheries compliance organisation, and prioritised. 4.2. Personnel are scheduled to pursue liaison opportunities as part of operational planning. 4.3. Work team and supervisor are kept informed of current issues and concerns that relate to fisheries management and fisheries compliance operations.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- communicating with work team and supervisor about promotional activities, relevant issues and concerns
- organising awareness and promotional activities
- responding to enquiries
- presenting information on legislation and fisheries management principles to individuals and groups.

Literacy skills used for:

- reading promotional literature
- writing up the activity plan.

Numeracy skills used for:

- evaluating the cost of awareness activities.

Required knowledge

- basic 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
- Indigenous land rights and cultural activities, including fishing by traditional methods
- structure and function of the fisheries compliance organisation.

Evidence Guide

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 evidence required to demonstrate competence in this unit	Assessment must confirm ability to: - organise and carry out effective fisheries management awareness activities. Assessment must confirm knowledge of: - fisheries legislation and fisheries management principles for species in the region.
Context of and specific resources for assessment	Assessment may be undertaken as part of work activities or in a simulated work environment. Resources may include: - material and kits pre-prepared by others - pre-outfitted caravans and trailer displays - events calendars.
Method of assessment	The following assessment methods are suggested: - questions - development of plan - project involving a specific fisheries management awareness raising program.
Guidance information for assessment	This unit may be assessed holistically with other units within a qualification.

Range Statement

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

RANGE STATEMENT	
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.	
<i>Awareness raising activities</i> may include:	• group presentations • information booth • interviews • literature display • media releases • newspaper articles • school presentations.
<i>Opportunities</i> may include:	• fishing seasons • newspapers and special lift outs • regional and metropolitan events (e.g. shows, exhibitions, Blessing of the Fleet, field days, shopping malls and expos) • school programs and career events • service club meetings • target special interest groups/individuals and locations frequented • television and radio current affairs.
<i>Legislation</i> may include:	• fisheries quotas • legal limitations • netting and fish catching devices • regulated procedures.
<i>Fisheries management principles</i> may include:	• fisheries management strategy • measures for determining fishing effort for species in relevant fisheries • methods for determining stock abundance • population dynamics of species: • mortality rate • reproductive and movement patterns • schooling and growth habits.
<i>Resources</i> may include:	• education and promotions personnel • education unit • specialist library • videos and paper presentation materials • volunteer groups.
<i>Plans</i> may include:	• choice of media • evaluation process:

RANGE STATEMENT	
	• cost of conducting activity • feedback from target group • interest in volunteer service • number of non-compliance incidents reduced • marketing • presentation/delivery plan • resource requirements, including staff and volunteers • time schedule.
Target group characteristics may include:	• area of interest • background knowledge and experience • literacy level.
Bookings may include:	• advertising space • organisation resources (e.g. caravan, literature and videos) • staff and volunteers • venue.

Unit Sector(s)

Unit sector	Fisheries compliance
--------------------	----------------------

Co-requisite units

Co-requisite units	

Competency field

Competency field	
------------------	--