



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **SFIPROC610C Establish and manage effective external relationships**

**Release: 1**

## SFIPROC610C Establish and manage effective external relationships

### Modification History

Not Applicable

### Unit Descriptor

|                        |                                                                                                                                                                                                                                                                                                                                               |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Unit descriptor</b> | <p>This unit of competency involves creating and managing relationships with key stakeholders influential to the success of the enterprise, the industry in which it operates and the community surrounding it.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.</p> |
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### Application of the Unit

|                                |                                                                                                                                                                                |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Application of the unit</b> | All enterprise or workplace procedures and activities are carried out according to <b><i>relevant government regulations, licensing and other compliance requirements.</i></b> |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

### Licensing/Regulatory Information

Refer to Unit Descriptor

### Pre-Requisites

|                           |  |  |
|---------------------------|--|--|
| <b>Prerequisite units</b> |  |  |
|                           |  |  |
|                           |  |  |

## Employability Skills Information

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| <b>Employability skills</b> | This unit contains employability skills. |
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## 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 <b>key stakeholders</b> from industry, business and/or community sources | 1.1. Networking is employed to identify desirable relationships and benefits to the enterprise.<br>1.2. Areas in which cooperation may achieve positive outcomes for both stakeholders and the enterprise are identified and agreed.                |
| 2. Develop <b>strategies</b> to maintain the effectiveness of relationships          | 2.1. The enterprise's ethical, business and social standing is monitored to ensure continuation of positive relationships.<br>2.2. Interpersonal styles and methods are adjusted to the social/cultural environment.                                |
| 3. Monitor and review the effectiveness of the relationships                         | 3.1. <b>Relationships with stakeholders</b> are monitored to ensure continuation of enterprise objectives.<br>3.2. Events which might jeopardise the relationships are monitored to ensure the continuation of the enterprise or shared objectives. |

## Required Skills and Knowledge

### REQUIRED SKILLS AND KNOWLEDGE

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

#### Required skills

- applying consultative techniques, processes and methods
- building trust with stakeholders
- communicating with stakeholders, including management and work teams, in a clear and concise manner
- interpreting government regulations
- managing development options and opportunities
- presenting enterprise statements to the community, stakeholders and the workforce
- providing leadership
- using culturally appropriate communication and protocols in relationships
- utilising technology.

#### Literacy skills used for:

- compiling reports

**REQUIRED SKILLS AND KNOWLEDGE**

- developing cogent arguments
- preparing public presentations
- reading and interpreting information from wide-ranging sources
- reading and writing correspondence.

**Numeracy skills used for:**

- determining financial impacts/values
- preparing complex analyses
- preparing financial reports/returns.

**Required knowledge**

- business, community and political environment analysis techniques
- codes of practice, standards and regulations affecting the enterprise
- community, cultural, social and political issues affecting the enterprise
- communication needs and opportunities
- purpose, structure and relationship of an enterprise's mission, goals, values, objectives and tactics in the business and wider community environment
- roles and responsibilities of the range of stakeholders.

## 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 the ability to:

- analyse trends, opportunities and constraints to the business
- develop relationships with key stakeholders outside the enterprise who may be influential to the success of the enterprise, to manage those relationships and monitor changes in social, cultural or political attitudes which may affect those relationships
- influence and articulate the enterprise's vision
- make decisions within the responsibility and authority of the position.

Assessment must confirm knowledge of:

- collaborative processes to gain ownership and commitment
- strategies which strengthen and reinforce relationships.

##### Context of and specific resources for assessment

Assessment of this unit may occur in either a real or simulated workplace.

Resources may include:

- access to candidate's peers and/or managers
- access to key stakeholders
- documentation relating to any formalising of relationships
- enterprise strategic plan
- regulations and codes of practice relevant to the enterprise.

##### Method of assessment

The following assessment methods are suggested:

- case studies
- demonstration in the workplace
- third-party reports.

**EVIDENCE GUIDE****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 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.

***Relevant government regulations, licensing and other compliance requirements*** may include:

- business or workplace operations, policies and practices:
  - commercial law, including fair trading and trade practices
  - consumer law
  - corporate law, including registration, licensing and financial reporting
  - disability policies and practices
  - equal opportunity, anti-discrimination and sexual harassment
  - industrial relations and awards, individual employment contracts and share of catch agreements
  - jurisdictional variations
  - superannuation
  - taxation
  - trade practices
  - warnings and dismissals
  - worker's compensation
- ecologically sustainable development (ESD) principles, environmental hazard identification, risk assessment and control
- fisheries or aquaculture regulations, permits, licences, quotas, catch restrictions and other compliance requirements, including:

| <b>RANGE STATEMENT</b>                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                | <ul style="list-style-type: none"> <li>• Australian Exclusive Economic Zone</li> <li>• international treaties and agreements</li> <li>• food safety, Hazard Analysis Critical Control Point (HACCP), hygiene and temperature control along chain of custody</li> <li>• imports quarantine and inspection, and importing approved arrangements for Australian Quarantine Inspection Service (AQIS), Australian Customs Service (ACS) and Biosecurity Australia (BA)</li> <li>• occupational health and safety (OHS) hazard identification, risk assessment and control</li> <li>• product quality assurance: <ul style="list-style-type: none"> <li>• correct naming and labelling (e.g. country of origin, Australian Fish Names Standard and eco-labelling)</li> <li>• correct quantities, sizes and other customer requirements</li> <li>• third-party certification (e.g. Australian Grown and ISO 14001:2004 Environmental management systems).</li> </ul> </li> </ul> |
| <b>Key stakeholders</b> may include:           | <ul style="list-style-type: none"> <li>• contractors</li> <li>• customers</li> <li>• individuals or teams</li> <li>• internal and/or external to the enterprise</li> <li>• members of the wider community or their representatives</li> <li>• suppliers.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Strategies</b> may be:                      | <ul style="list-style-type: none"> <li>• long-term to achieve the enterprises objectives, mission and/or values</li> <li>• medium-term to satisfy operational plans</li> <li>• short-term to meet immediate priorities.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Relationships with stakeholders</b> may be: | <ul style="list-style-type: none"> <li>• commercial</li> <li>• contractual</li> <li>• social.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

## Unit Sector(s)

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|--------------------|--------------------|
| <b>Unit sector</b> | Seafood processing |
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## Co-requisite units

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|--------------------|--|--|
| Co-requisite units |  |  |
|                    |  |  |
|                    |  |  |

## Competency field

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| Competency field |  |
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