



Australian Government

Department of Education, Employment and Workplace Relations

SIFCCS003A Liaise with community

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to prepare, deliver and review presentations on funeral services topics to a range of target audiences.
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Application of the Unit

Application of the unit	This unit applies to funeral home and cemetery and crematorium staff required to present to various student and community groups.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	Nil
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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 required performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Prepare presentations.	1.1 Liaise with appropriate staff to identify <i>presentation requirements</i>. 1.2 Select <i>presentation strategies</i> to meet presentation requirements. 1.3 Select and prepare <i>aids and materials</i> to support delivery of presentations according to presentation strategies and audience requirements.
2 Address student and community groups.	2.1 Schedule presentations according to <i>client requirements</i>. 2.2 Provide <i>client groups</i> with <i>general information</i> about the funeral services industry as required. 2.3 Address client groups according to <i>workplace policies and procedures</i>. 2.4 Identify and use <i>instruction and communication techniques</i> appropriate for client group.

ELEMENT**PERFORMANCE CRITERIA**

3 Evaluate liaison activities.

- 3.1 Apply feedback and review procedures according to workplace policies and procedures.
- 3.2 Undertake self-assessment of performance according to workplace policies and procedures.
- 3.3 Respond to feedback from audience according to workplace policies and procedures.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- interpersonal skills to relate to people from a range of social, cultural, religious and ethnic backgrounds and with a range of physical and mental abilities
- self-management, planning and organisational skills to prepare and conduct presentations
- communication skills, including active listening and questioning techniques to effectively liaise with clients to identify presentation requirements, using language and concepts appropriate to cultural differences, and using and interpreting non-verbal communication and instructional techniques appropriate to audience
- literacy and numeracy skills to source relevant information and interpret and use information to prepare a presentation
- technology skills to use a range of presentation equipment.

Required knowledge

- funeral services industry and funeral, burial and cremation practices
- presentation methods and strategies
- workplace policies and procedures relating to workplace communication and public relations
- information sources on funeral services industry
- social, religious and cultural differences and traditions to cater to different audiences
- funeral services industry structure and protocols.

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.

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

Evidence of the following is essential:

- preparation and presentation to range of target audiences using appropriate presentation strategies, techniques and aids that enhance target audience's understanding of key concepts and ideas
- liaising with the community on multiple occasions to

EVIDENCE GUIDE

ensure consistency of performance and ability to respond to different situations.

Context of and specific resources for assessment

Assessment must ensure:

- presentation of information within a commercially realistic delivery environment, such as in a meeting room or in a conference, school or community venue
- use of industry current equipment and support aids for presentation, which will vary according to the operational context of delivering the presentation, e.g. a microphone will be essential equipment for a large venue
- presentation to and interaction with a group of a size and nature that would be expected for the relevant topic or context.

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of candidate making presentations to range of target audiences
- review of prepared presentations and materials for range of target audiences, and self-assessment reflections
- written or verbal questioning to assess knowledge and understanding of relevant workplace policies and procedures in relation to community liaison activities
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- SIFMPR002A Prepare and conduct tours.

Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or qualification and in the context of the job role.

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.

Presentation requirements may include:

- outcomes of presentations
- type of presentation, such as:
 - face to face
 - via teleconferencing
 - via closed circuit television
 - through computer-assisted methods
- presentation strategies
- target audience
- location of presentation
- resources
- personnel
- dress code.

Presentation strategies may include:

- verbal presentations
- discussions
- questioning
- case studies
- handouts
- group work
- electronic presentations.

RANGE STATEMENT

- Aids and materials*** may include:
- microphone
 - audiovisual equipment
 - videos
 - presentation hardware and software
 - brochures and other handouts
 - props
 - interpreters
 - assistive technology, such as audio-loops
 - modified materials, such as large print.
- Client requirements*** may include:
- location of presentation
 - time of presentation
 - length of presentation
 - format
 - cultural protocols or requirements
 - access requirements, such as wheelchair access.
- Client groups*** may include:
- student groups, such as:
 - primary
 - secondary
 - tertiary
 - community groups, such as:
 - nursing homes
 - Rotary, Apex, Lions and Senior Citizens
 - community health centres
 - special interest groups and associations.
- General information*** may include:
- death
 - funerals
 - burials
 - cremations.

RANGE STATEMENT

Workplace policies and procedures may include:

- communication protocols
- dress code
- promotion of organisation
- feedback and review procedures.

Instruction and communication techniques may include:

- providing opportunities for participants to seek clarification
- using language and concepts appropriate to cultural differences
- summarising key concepts and ideas at strategic points to facilitate participant understanding
- monitoring participant responses.

Unit Sector(s)

Sector

Funeral Services

Competency field

Competency field

Client and Customer Service