



Australian Government

SISXMGT002 Develop and maintain stakeholder relationships

Release: 1

SISXMG002 Develop and maintain stakeholder relationships

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to develop and maintain an effective relationship with key stakeholders who contribute to and influence the delivery of sport, fitness, aquatic and recreation services.

This unit applies to any type of sport, fitness, aquatic or recreation organisation including commercial, not-for-profit, community and government organisations. It applies to senior personnel who operate independently or with limited guidance from others.

The skills in this unit must be applied in accordance with Commonwealth and State or Territory legislation, Australian standards and industry codes of practice.

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

Pre-requisite Unit

Nil

Competency Field

Management and Leadership

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Identify the role and function of key stakeholders.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1. Identify key external stakeholders and personnel that impact on the organisation and its service delivery.
- 1.2. Analyse information on the roles and functions of key stakeholders within the organisation.
- 1.3. Research types of information and resources available from key stakeholders.
- 1.4. Determine decision making processes within key

- stakeholder organisations and the impact on own organisation.
2. Develop and implement strategies to promote effective stakeholder relationships.
 - 2.1. Consult with stakeholders to establish their interests and expectations and determine forms of engagement.
 - 2.2. Plan activities to facilitate effective rapport with stakeholders.
 - 2.3. Adopt communication techniques and methods appropriate to the needs of stakeholders.
 - 2.4. Identify and respond to factors that may negatively impact stakeholder communication.
 - 2.5. Develop strategies to maintain working relationships with stakeholders.
 3. Evaluate stakeholder relationships.
 - 3.1. Seek feedback from stakeholders on communication and engagement activities.
 - 3.2. Assess organisational strategies for developing effective working relationships with stakeholders.
 - 3.3. Modify strategies in consultation with key organisational and stakeholder personnel.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Reading skills to:	interpret unfamiliar texts to identify information about stakeholders.
Writing skills to:	provide information in style and format suited to audience.
Oral communication skills to:	participate in spoken exchanges using clear and direct language to convey, request and clarify information.
Initiative and enterprise skills to:	establish relationship with new stakeholders.
Teamwork skills to:	collaborate with others to achieve joint outcomes.

Unit Mapping Information

Supersedes and is equivalent to SISXMGT001 Develop and maintain stakeholder relationships.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1ca50016-24d2-4161-a044-d3faa200268b>

Assessment Requirements for SISXMGT002 Develop and maintain stakeholder relationships

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- develop, implement and evaluate strategies to develop and maintain effective stakeholder relationships with two of the following stakeholder types:
 - government agencies
 - funding bodies
 - community organisations
 - commercial enterprises
 - industry associations
 - peak bodies
 - boards of directors
- select and use three different techniques and methods for stakeholder communication.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- different types of external stakeholders in the sport, fitness, aquatic and recreation industry:
 - government agencies
 - funding bodies
 - community organisations
 - commercial enterprises
 - industry associations
 - peak bodies
- types of key stakeholders within an organisation:
 - committees
 - boards of directors
- for each of the above listed internal and external stakeholders:
 - key roles and functions
 - types of information and resources they provide, and types they require from organisations

- types of communication strategies and methods for consultation, engagement and relationship building
- how communication protocols and methods vary for different stakeholder types and different situations
- types of communication methods used with stakeholders when interacting about:
 - development and review of industry standards and regulation
 - funding and sponsorship
 - decision making
- strengths and weaknesses of stakeholder consultation and communication methods
- barriers to effective communication with stakeholders and ways to respond
- methods used to seek and evaluate feedback from stakeholders on effectiveness of communication and engagement.

Assessment Conditions

Skills must be demonstrated in a sport, fitness, aquatic or recreation environment. This can be:

- a workplace, or
- a simulated environment set up for the purposes of skills assessment.

Assessment must ensure use of:

- interaction with stakeholders, these can be:
 - actual stakeholders relevant to the setting, or
 - individuals who participate in simulated activities used for the purpose of skills assessment
- information about stakeholder groups and organisations
- organisational policies and procedures for stakeholder relationship management.

Assessors must satisfy the Standards for Registered Training Organisations requirements for assessors.

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