



Australian Government

SITXCOM007 Show social and cultural sensitivity

Release: 1

SITXCOM007 Show social and cultural sensitivity

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to be socially aware when serving customers and working with colleagues. It requires the ability to communicate with people from a range of social and cultural groups with respect and sensitivity, and to address cross-cultural misunderstandings should they arise.

The unit applies to all tourism, travel, hospitality and event sectors. All personnel at all levels use this skill in the workplace during the course of their daily activities.

The skills in this unit must be applied in accordance with Commonwealth and State/Territory legislation, Australian/New Zealand 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

Communication and Teamwork

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

1. Communicate with customers and colleagues from diverse backgrounds.

PERFORMANCE CRITERIA

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

- 1.1. Treat customers and colleagues from different social and cultural groups with respect and sensitivity.
- 1.2. Respond to social and cultural differences in verbal and non-verbal communication.
- 1.3. Respond to others in a non-discriminatory way.
- 1.4. Make attempts to overcome language barriers.

- 1.5. Seek help with communication when necessary.
2. Address cross-cultural misunderstandings.
 - 2.1. Identify social and cultural issues that may cause conflict or misunderstanding in the workplace.
 - 2.2. Address difficulties and seek assistance from others when necessary.
 - 2.3. Consider social and cultural differences when difficulties or misunderstandings occur.
 - 2.4. Make efforts to resolve misunderstandings, taking account of social and cultural considerations.
 - 2.5. Escalate problems and unresolved issues to appropriate supervisor or manager for follow-up.

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 workplace anti-discrimination policies and plain English documents produced by government information agencies.
Oral communication skills to:	discuss cross-cultural misunderstandings and difficulties with supervisors, managers and other team members and identify possible strategies to resolve them.

Unit Mapping Information

Supersedes and is equivalent to SITXCOM002 Show social and cultural sensitivity.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>

Assessment Requirements for SITXCOM007 Show social and cultural sensitivity

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:

- communicate verbally and in a non-discriminatory way with three different colleagues or customers, including at least one from a different social group and one from a different cultural group, including:
 - attempting to overcome language barriers
 - communicating in line with appropriate social and cultural conventions
 - being respectful and sensitive
- identify when assistance is required in the above communication and seek help using the appropriate channels.

Knowledge Evidence

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

- key principles of fairness and equity in relation to interaction with colleagues and customers
- key cultural and religious protocols of main social and cultural groups in Australian society, including Australian Indigenous people
- key cultural and religious protocols of main inbound tourist markets to Australia
- different types of disability and their implications for the workplace
- anti-discrimination policies for the industry and specific organisation
- basic aspects of state, territory and Commonwealth laws covering anti-discrimination, including requirements to:
 - treat customers and colleagues fairly and equitably
 - not discriminate, show partiality or grant any special favours on the basis of social and cultural attributes
 - not threaten, humiliate or intimidate people because of their social or cultural attributes
- sources of assistance in communicating with colleagues and customers from diverse social and cultural groups:
 - government agencies
 - diplomatic services
 - disability advocacy groups

- educational institutions
- interpreter services
- local cultural organisations
- approaches to overcoming language barriers in the workplace:
 - communicating through the use of:
 - gestures
 - signs
 - simple words in English or the other person's language
 - giving simple directions
 - giving simple instructions.

Assessment Conditions

Skills must be demonstrated in an operational business environment with diverse customers and colleagues. This can be:

- an industry workplace; or
- a simulated industry environment set up for the purposes of assessment.

Assessment must ensure access to:

- current organisational anti-discrimination policies
- plain English documents issued by government regulators that provide information on anti-discrimination laws
- customers and other colleagues from a diverse range of social and cultural groups with whom the individual can interact. These can be:
 - customers and colleagues in an industry workplace who are assisted by the individual during the assessment process; or
 - individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation.

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

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