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CHCPRP004 Promote and represent the service

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# Modification History

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| --- | --- |
| Release | Comments |
| Release 2 | Minor changes to performance criteria. |
| Release 1 | This version was released in CHC Community Services Training Package release 2.0 and meets the requirements of the 2012 Standards for Training Packages.  Significant changes to the elements and performance criteria. New evidence requirements for assessment, including volume and frequency. Significant change to knowledge evidence. |

# Application

This unit describes the skills and knowledge required to promote and represent the organisation to the community, including developing responses to negative publicity and perception.

The unit applies to work in all industry sectors, and to individuals who work with significant autonomy, most likely in management roles.

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.

# Elements and Performance Criteria

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| ELEMENT | PERFORMANCE CRITERIA | |
| --- | --- | --- |
| Elements define the essential outcomes | | Performance criteria describe the performance needed to demonstrate achievement of the element |
| 1. Promote the service to the community | 1.1 Identify, access and analyse information that informs promotional activities  1.2 Identify community stakeholders and their interests to inform targeted promotion  1.3 Provide accurate and positive information to the community about the service  1.4 Facilitate opportunities for the community to view and contribute to the service  1.5 Target communications to areas where the profile needs raising or clarifying  1.6 Prepare and use community information materials and resources  1.7 Develop information campaigns to address particular issues  1.8 Coordinate staff participation in forums relevant to their role | |
|  |  | |
| 2. Represent the service | 2.1 Communicate the philosophy, purpose, policies and procedures of the service within scope of own role  2.2 Promote the organisation to external bodies that influence service operations, role and funding  2.3 Identify and use opportunities for promotion  2.4 Respond to, and follow up on, questions and concerns about the service  2.5 Present the service’s prespectives, experiences, and resources needs to appropriate forums and organisations | |
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| 3. Respond to negative publicity and perceptions | 3.1 Seek advice from stakeholders and supporters in the community  3.2 Nominate a spokesperson to represent the service  3.3 Develop and use communication that do not exacerbate existing negative perceptions  **DRAFT**  3.4 Review organisation policies in light of issues raised  3.5 Analyse negative publicity and perceptions about the service, and develop and implement a strategy to deal with these issues | |
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# Foundation Skills

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| The Foundation Skills describe those required skills (language, literacy, numeracy and employment skills) that are essential to performance. |
| Foundation skills essential to performance are explicit in the performance criteria of this unit of competency. |

# Unit Mapping Information

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No equivalent unit.

# Links

Companion Volume implementation guides are found in VETNet - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=5e0c25cc-3d9d-4b43-80d3-bd22cc4f1e53>

Assessment Requirements for CHCPRP004 Promote and represent the service

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# Performance Evidence

The candidate must show evidence of the ability to complete tasks outlined in elements and performance criteria of this unit, manage tasks and manage contingencies in the context of the job role. There must be evidence that the candidate has:

* represented at least 1 organisation and its philosophies, purpose and policies to the community through a range of methods, including at least 1 of each of the following:
* written materials, publications or fact sheets
* forums, workshops or presentations
* developed strategies to address at least 2 examples of negative publicity or perception

# Knowledge Evidence

The candidate must be able to demonstrate essential knowledge required to effectively do the task outlined in elements and performance criteria of this unit, manage the task and manage contingencies in the context of the work role. This includes knowledge of:

* legal and ethical considerations for service promotion and representation, including:
* copyright and intellectual property
* privacy, confidentiality and disclosure
* promotion and representation:
* similarities and differences
* when and how each are used
* key stakeholders involved
* professional networks in the area of work
* industry structure and interrelationships between different organisations, both public and private

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* current issues, concerns and debates relevant to the area of work
* key aspects of planning for community promotion and engagement:
* setting objectives
* profiling the community/stakeholders
* identifying potential partnerships
* developing consultation and communication strategies:
* styles and types of communication and their suitability for different situations
* different types of media
* different levels of community involvement
* strategies for representation of the service
* techniques and considerations for developing written information resources
* fundamental principles of public relations and issues management

# Assessment Conditions

Skills must have been demonstrated in the workplace or in a simulated environment that reflects workplace conditions. The following conditions must be met for this unit:

* use of suitable facilities, equipment and resources, including organisation information as basis for activities
* modelling of industry operating conditions, including presence of situations that allow interactions with individuals and organisations

# Links

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