

Modification history

Release	Comments
Release 1	This version released with SFI Seafood Industry Training Package Version 1.0.

SFICPL310	Conduct fisheries management awareness programs
Application	<p>This unit of competency describes the skills and knowledge required to prepare, deliver and evaluate fisheries management awareness programs to commercial, recreational and traditional fishers, and the general public.</p> <p>The unit applies to individuals who are responsible for raising awareness of fisheries management related matters, including ethical and sustainable fishing practices, compliance and Indigenous land rights, based on the specific needs for industry and the community.</p> <p>All work must be carried out to comply with workplace procedures, according to state/territory health and safety, biosecurity and environmental regulations, legislation and standards that apply to the workplace.</p> <p>No occupational licensing, legislative or certification requirements apply to this unit at the time of publication.</p>
Prerequisite Unit	Nil
Unit Sector	Compliance (CPL)

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Plan awareness programs	1.1 Determine objectives of program in consultation with relevant personnel 1.2 Identify and obtain resources within organisation that support the promotion and awareness program 1.3 Develop draft program structure that considers target group, location and message, and gain feedback from relevant personnel 1.4 Finalise program incorporating feedback as required 1.5 Source and organise appropriate venue, presentation equipment and marketing materials for target group
2. Deliver awareness programs	2.1 Present information in a clear and logical sequence appropriate for target group 2.2 Use presentation equipment and marketing aids and materials in an effective manner to assist participants in understanding messages 2.3 Use case studies for descriptive purposes where appropriate 2.4 Provide opportunities for participants to ask questions to clarify points and opportunities to discuss issues 2.5 Answer questions and refer queries outside the area of responsibility or expertise to relevant personnel
3. Evaluate effectiveness of awareness programs	3.1 Seek and analyse feedback from participants 3.2 Review own performance against objectives and participant feedback 3.3 Review suitability of approach, content and outcomes of presentation as guide for further programs 3.4 Use evaluation outcomes to make improvements to further awareness programs

Foundation Skills	
<i>This section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria.</i>	
Skill	Description
Numeracy	<ul style="list-style-type: none"> Interpret and integrate fisheries management data into presentation materials
Reading	<ul style="list-style-type: none"> Analyse resources to identify key points for inclusion in information materials and presentations
Writing	<ul style="list-style-type: none"> Develop program structures
Navigate the world of work	<ul style="list-style-type: none"> Apply knowledge of legislation and policies relevant to ethical and sustainable use of marine and freshwater environments

Unit Mapping Information			
Code and title current version	Code and title previous version	Comments	Equivalence status
SFICOM310 Conduct fisheries management awareness programs		New unit	No equivalent unit

Links	Companion Volumes, including Implementation Guides, are available at VETNet: https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=e31d8c6b-1608-4d77-9f71-9ee749456273
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TITLE	Assessment requirements for SFICPL310 Conduct fisheries management awareness programs
Performance Evidence	
<p>An individual demonstrating competency must satisfy all the elements and performance criteria of this unit. There must be evidence that the individual has planned and delivered at least one fisheries management awareness program that were delivered to two different groups or two different programs delivered to the same group, including:</p> <ul style="list-style-type: none"> • developing a program structure appropriate for target group, location and message • organising venue and resources • presenting clear and concise messages • encouraging discussion and responding to questions • conducting evaluation activities. 	
Knowledge Evidence	
<p>An individual must be able to demonstrate the knowledge required to perform the tasks outlined in the elements and performance criteria of this unit. This includes knowledge of:</p> <ul style="list-style-type: none"> • fisheries management principles, legislation, guidelines and processes relevant to the target group • educational resources and support available from the organisation • Indigenous land rights and cultural activities, including fishing by traditional methods • structure and function of the fisheries compliance organisation • effective presentation techniques and aids relevant to the target audience. 	
Assessment Conditions	
<p>Assessment of this unit of competency must take place under the following conditions:</p> <ul style="list-style-type: none"> • physical conditions: <ul style="list-style-type: none"> • skills must be demonstrated in a fisheries management promotional setting or an environment that accurately represents workplace conditions • resources, equipment and materials: <ul style="list-style-type: none"> • access to legislation and regulations relevant to traditional, commercial and recreational fishing • presentation equipment and promotional materials • relationships: <ul style="list-style-type: none"> • interactions with audience. <p>Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.</p>	
Links	Companion Volumes, including Implementation Guides, are available at VETNet: https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=e31d8c6b-1608-4d77-9f71-9ee749456273