

Modification history

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

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| SFICPL410 | Promote fisheries management awareness programs |
| Application | <p>This unit of competency describes the skills and knowledge required to plan and conduct fisheries management awareness programs to commercial, recreational and traditional fishers and the general public.</p> <p>The unit applies to individuals who identify opportunities for promotion and awareness of fisheries management, develop plans for activities, find and use resources within the organisation and conduct and evaluate the program's success.</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 |
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| <i>Elements describe the essential outcomes.</i> | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i> |
| 1. Identify opportunities for awareness-raising activities | 1.1 Identify opportunities for increasing industry and public awareness of legislation and fisheries management principles by work team members 1.2 Identify and obtain resources within the organisation that can support the promotion and awareness activities 1.3 Select awareness and promotional activities that are consistent with awareness program aims and the goals of the organisation, are cost-effective and will maximise audience coverage for minimum effort |
| 2. Conduct awareness and promotional activities | 2.1 Obtain approval for awareness and promotional activities 2.2 Develop plans for activities that take into account the type of activity, target group characteristics and message 2.3 Make bookings for selected activities and clarify expectations with relevant people 2.4 Conduct awareness and promotional activities according to plan 2.5 Present the organisation in a positive manner |
| 3. Follow up on awareness and promotional activities | 3.1 Return borrowed resources and acknowledge anyone who provided assistance or support 3.2 Respond to requests for information in a timely manner 3.3 Carry out evaluation of activities according to the plan and report to supervisor |
| 4. Build industry networks | 4.1 Ensure opportunities to liaise with industry are identified, evaluated for benefits to fisheries compliance organisation, and prioritised 4.2 Schedule personnel to pursue liaison opportunities as part of operational planning 4.3 Keep work team and supervisor informed of current issues and concerns that relate to fisheries management and fisheries compliance operations |

| Foundation Skills | |
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| <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"> Read, analyse, select and synthesise relevant information from promotional literature, a variety of source documents and publications |
| Writing | <ul style="list-style-type: none"> Write activity plans |
| 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 |
| Interact with others | <ul style="list-style-type: none"> Present information effectively to individuals and groups, accounting for needs and expectations of target audience Adapt communication style to suit purpose Use effective questioning techniques to confirm and clarify target group understanding of key messages |
| Get the work done | <ul style="list-style-type: none"> Make decisions relating to type, relevance and adequacy and method of presenting promotional media Use and maintain promotion related resources and equipment |

| Unit Mapping Information | | | |
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| Code and title current version | Code and title previous version | Comments | Equivalence status |
| SFICPL410 Promote fisheries management awareness programs | SFICOMP410A Promote fisheries management awareness programs | Updated to meet Standards for Training Packages | Equivalent unit |

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| 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 SFICPL410 Promote 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 promoted at least two fisheries management awareness activities based on a fisheries management principle or legislation, including:</p> <ul style="list-style-type: none"> • identifying and evaluating awareness promotion activities • organising, resourcing and conducting awareness and promotional activities • conducting follow up activities • responding to enquiries • conducting and reporting on evaluation activities • evaluating and maintaining opportunities to liaise with industry • communicating with work team and supervisor about awareness and promotional activities, relevant issues and concerns. | |
| 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 relevant to the target group • educational resources and support available from the organisation • fisheries Acts and legislation relevant to the target group • Indigenous land rights and cultural activities, including traditional fishing methods • structure and function of the fisheries compliance organisation. | |
| 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"> • material and kits pre-prepared by others • suitable display space that may include pre-outfitted caravans or trailers • event calendars • specifications: <ul style="list-style-type: none"> • access to fisheries Acts and legislation. <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 |