

UNIT CODE	SISXMG002
UNIT TITLE	Develop and maintain stakeholder relationships
APPLICATION	<p>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, aquatic and recreation services.</p> <p>This unit applies to managers or program coordinators who work with some autonomy. It applies to sport, fitness, aquatic or recreation organisations including commercial, not-for-profit, community and government organisations.</p> <p>The skills in this unit must be applied in accordance with Commonwealth and State or Territory legislation, Australian standards and industry codes of practice.</p> <p>No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.</p>
PREREQUISITE UNIT	Nil
COMPETENCY FIELD	Management
UNIT SECTOR	Cross-Sector

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. Identify the role and function of key stakeholders.	1.1 Identify key stakeholders and personnel that impact on the organisation and its service delivery. 1.2 Access and analyse information on the roles and functions of key stakeholders within the organisation. 1.3 Research types of information and resources available from key stakeholder personnel. 1.4 Determine the decision making processes within key stakeholder organisations and impact on own organisation.

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

FOUNDATION SKILLS	
<i>Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.</i>	
SKILLS	DESCRIPTION
Reading skills to:	<ul style="list-style-type: none"> ■ interpret a variety of texts to determine and confirm information about stakeholders.
Writing skills to:	<ul style="list-style-type: none"> ■ document information about stakeholder interest ■ provide information in required format to a variety of audiences.
Oral communication skills to:	<ul style="list-style-type: none"> ■ participate in a variety of spoken exchanges with others using clear and direct language to convey, request and clarify information.
Initiative and enterprise skills to:	<ul style="list-style-type: none"> ■ establish relationship with new stakeholders.
Teamwork skills to:	<ul style="list-style-type: none"> ■ collaborate with others to achieve joint outcomes.
Technology skills to:	<ul style="list-style-type: none"> ■ use main features and functions of technology and software programs to complete work tasks.
UNIT MAPPING INFORMATION	Supersedes and is equivalent to SISXMG001 Develop and maintain stakeholder relationships.
LINKS	Companion Volume Implementation Guide

TITLE	Assessment Requirements for SISXMG002 Develop and maintain stakeholder relationships
PERFORMANCE EVIDENCE	<p>Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:</p> <ul style="list-style-type: none"> ■ develop, implement and evaluate strategies to promote effective stakeholder relationships with at least two of the following stakeholder types: <ul style="list-style-type: none"> ○ government agencies ○ funding agencies ○ community organisations ○ peak bodies ○ boards of management ○ enterprises ○ industry associations ■ select and use at least three different techniques and methods for stakeholder communication.

KNOWLEDGE EVIDENCE	<p>Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:</p> <ul style="list-style-type: none"> ■ key stakeholders likely to impact the organisation and the types of strategies and communication methods for building relationships ■ roles and functions of different stakeholders in the industry and how these are changing in relation to: <ul style="list-style-type: none"> ○ funding ○ management ○ decision-making ○ sponsorship ■ organisational policies and procedures for stakeholder relationship management: <ul style="list-style-type: none"> ○ stakeholder consultation and engagement ○ communication protocols and methods for different situations ○ evaluation measures and criteria ○ conflict resolution procedures ○ information management and security ■ strengths and weaknesses of different types of stakeholder communication ■ barriers to effective communication with stakeholders and ways to respond ■ information and resources of stakeholders: <ul style="list-style-type: none"> ○ facilities ○ equipment ○ grants or funding ○ personnel ○ services.
---------------------------	---

ASSESSMENT CONDITIONS	<p>Skills must be demonstrated in a sport, fitness, aquatic or recreation environment. This can be:</p> <ol style="list-style-type: none">0. a workplace, or1. a simulated environment set up for the purposes of skills assessment. <p>Assessment must ensure use of:</p> <ul style="list-style-type: none">■ organisational policies and procedures relating to stakeholder relationship management■ information about stakeholder groups and organisations■ individuals and groups with whom the candidate builds relationships; these can be:<ul style="list-style-type: none">○ individuals in industry organisations, or○ individuals who participate in role plays or simulated activities, set up for the purpose of assessment, within a training organisation. <p>Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.</p>
LINKS	Companion Volume Implementation Guide