

Title	Plan and manage the implementation of the promotion of a resource recovery facility		
Level	5	Credits	12

Purpose	People credited with this unit standard are able to: plan the promotion of a resource recovery facility; develop resources for the promotion of a resource recovery facility; and manage the implementation of a plan to promote a resource recovery facility.
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Classification	Resource Recovery > Resource Recovery Operations
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Available grade	Achieved
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Guidance Information

- 1 All work practices must comply with:
Health and Safety at Work Act 2015;
Resource Management Act 1991;
Hazardous Substances and New Organisms Act 1996;
The New Zealand Waste Strategy: Reducing Harm, Improving Efficiency 2010
Ministry for the Environment, available at <http://www.mfe.govt.nz>.
- 2 Assessment against this unit standard may occur in the context of one or more of – zero waste, waste minimisation, waste reduction, resource reuse, recycling.
Promotions such as the opening of a new or revamped facility, a site tour, a stall at a public event, a media promotion, a workshop session may be used to provide evidence.
- 3 *Company procedures* mean the documented methods for performing work activities and include health and safety, environmental, and quality management requirements. They may refer to manuals, codes of practice, or policy statements.

Outcomes and performance criteria

Outcome 1

Plan the promotion of a resource recovery facility.

Performance criteria

- 1.1 The plan details costing in accordance with given budget, the outcome required from the promotion, and company procedures.

- 1.2 The plan identifies and justifies the market that will be targeted in terms of the outcome required from the promotion.
- Range includes but is not limited to three of – preschool, primary, secondary, elderly, a community group, business sector.
- 1.3 The plan identifies key groups whose roles impact on the promotion and explains procedures for communication with them in terms of achieving their cooperation and participation.
- Range may include but is not limited to – local authority, police, school, other resource recovery facilities, community groups.
- 1.4 The plan confirms the demographic of the market area from available statistics and takes this into account in selecting the promotion type and required resources.
- 1.5 The plan relates the selected resources to specified target groups in terms of gaining their cooperation.
- 1.6 The plan details printed and/or other resources and outlines how they will be used to provide information for the target group.
- Range includes but is not limited to two of – site map, information pack, flyer, product sample, resource guide, advertisement, signage, banner, data base.
- 1.7 The plan identifies health and safety hazards inherent in the promotion and establishes procedures for their control in accordance with legislation and company procedures.
- 1.8 The plan is sufficiently documented and monitored to enable later evaluation in accordance with company procedures.
- Range documentation may include – spreadsheet, data base, customer survey, customer numbers.

Outcome 2

Develop resources for the promotion of a resource recovery facility.

- Range resources may include but are not limited to – printed information, media communication, stall, data projector presentation, website page, video, billboard;
evidence is required of three.

Performance criteria

- 2.1 Resources developed for the specified promotion are appropriate for the learning level of the target group.

- 2.2 Resources developed are within the specified budget, and support the promotion of the resource recovery facility in accordance with the plan.
- 2.3 Developed resources comply with legislation and company procedures.
- Range may include but is not limited to signage – location, size.
- 2.4 Developed resources reinforce the branding of the facility in accordance with company procedures and strategies.
- Range branding may include but is not limited to – logo, colour, slogan.

Outcome 3

Manage the implementation of a plan to promote a resource recovery facility.

Performance criteria

- 3.1 Management ensures that hazards identified in the plan are controlled in accordance with legislation and company procedures.
- 3.2 Management ensures that the project is proposed to the target group in accordance with the plan, clarified and adapted, where required, and organised to achieve the required outcome of the promotion.
- 3.3 Management ensures that information is selected, provided, and explained in accordance with the plan and the requirements of the target group.
- Range requirements may include but are not limited to – language, motivation.
- 3.4 Tools selected to implement the plan and develop resources fit within budget, meet company requirements for efficiency and reuse, and are consistent with the requirements of the target group.
- Range tools may include but are not limited to – computer software, outsourced services, printed matter, display equipment.
- 3.5 The implementation of the plan is evaluated in terms of achieving the required outcome for the facility and reported in accordance with company procedures.
- Range evaluation includes but is not limited to – quality, budget

This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	26 January 2007	31 December 2025
Rollover and Revision	2	28 March 2019	31 December 2025
Review	3	24 April 2025	31 December 2025

Consent and Moderation Requirements (CMR) reference

0014

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.