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## Overview

This standard is for archaeologists who have responsibility for implementing the strategies and policies of the organisation and who have responsibility for the development of the organisation or a substantial part of the organisation. The organisation has interests that need to be represented. An indirect form of this is to generate external commitment to the organisation by promoting its successes and role in the community. A more direct form is to represent the interests to policy makers, i.e. those that are responsible for assigning budgets etc., and to the public. This standard covers generating external commitment to the future of the organisation and representing the interests of the organisation.

CCSAPAH2

Represent the interests of a cultural heritage organisation

**Performance  
criteria**

*You must be able to:*

**Generate external commitment to the future of the organisation**

- P1 Summarise clearly and accurately the contribution of the organisation to the community and present it to stakeholders
- P2 Identify any likely obstacles or negative reactions to the contribution of the organisation and develop strategies for responding to them
- P3 Identify and implement valid strategies for generating support for the organisation
- P4 Elicit support for the organisation from key people
- P5 Involve the community in the development of the organisation
- P6 Present recommendations and options for the contribution of the organisation to the community and discuss them with key people
- P7 Identify the support needed by others in promoting the work of the organisation and offer appropriate assistance

**Represent the interests of the organisation to policy makers and the public**

- P8 Identify, apply and promote relevant technical and ethical standards
- P9 Identify clearly the interests of the organisation and confirm them with all the relevant people
- P10 Identify any opportunities to influence external policy making and take action to represent the interests of the organisation
- P11 Summarise clearly and accurately the contribution of the organisation to the community and present it to policy makers
- P12 Highlight the successful research, educational and cultural activities of the organisation
- P13 Identify potentially damaging factors and take appropriate actions to minimise their effect
- P14 Conduct all activity with external bodies and individuals in a professional manner
- P15 Present information to meet the requirements of the recipients
- P16 Disseminate information according to its sensitivity, confidentiality and openness to interpretation

**Knowledge and understanding**

*You need to know and understand:*

- K1 How to elicit suggestions from the community
- K2 The likely obstacles or negative reactions
- K3 Who are the key people who need to support the organisation
- K4 Why the support of key people is important
- K5 Who the stakeholders are
- K6 Relevant technical and ethical standards
- K7 Why it is important that the process of gaining commitment takes into account the mission, values and goals of the organisation, as well as its immediate development and other external factors affecting the organisation
- K8 The type of strategies and techniques that are available for generating support
- K9 The type of recommendations and options that could be put forward by the organisation
- K10 Who might need support in promoting the organisation, and what type of assistance could be provided
- K11 The strategies that could be employed to gain commitment from stakeholders
- K12 How to identify the interests of the organisation
- K13 How to present information on the contribution of the organisation
- K14 How to identify opportunities for influencing policy makers

Represent the interests of a cultural heritage organisation

K15 How to present information in a positive light

K16 The types of potentially damaging factors, and how to minimise them

K17 The types of representation, through the dissemination of information, through articles in external and internal publications, funding proposals and marketing materials

K18 Who the key policy makers are

K19 The successful activities of the organisation

K20 The sensitivity of the information

K21 The relative merits of different media

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**Suite**

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