



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **BSBPUB504A Develop and implement crisis management plans**

**Revision Number: 1**

## BSBPUB504A Develop and implement crisis management plans

### Modification History

Not applicable.

### Unit Descriptor

<b>Unit descriptor</b>	<p>This unit describes the performance outcomes, skills and knowledge required by public relations personnel to coordinate, develop and implement a crisis management plan to provide an organisation with a planned communications response for use in the event of crisis.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
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### Application of the Unit

<b>Application of the unit</b>	<p>This unit applies to individuals working in senior public relations roles who are primarily responsible for preparing and implementing a planned communications response in the event of a crisis occurring.</p>
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### Licensing/Regulatory Information

Not applicable.

### Pre-Requisites

<b>Prerequisite units</b>		

## Employability Skills Information

<b>Employability skills</b>	This unit contains employability skills.
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## Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Develop crisis management plans	1.1. Conduct <i>research</i> to identify <i>crisis management</i> best practice 1.2. Consult <i>relevant groups and individuals</i> for input into the <i>crisis management plan</i> 1.3. Document, distribute and maintain organisational <i>crisis management plan</i> 1.4. Ensure organisational <i>crisis management plan</i> is clearly understood by relevant groups 1.5. Ensure <i>crisis management plan</i> complies with organisational policies and <i>legal and ethical requirements</i> 1.6. Practise simulated crisis responses
2. Implement a crisis management plan	2.1. Set up a dedicated crisis resource centre 2.2. Develop a crisis response team to <i>deal with media</i> and conduct issue tracking 2.3. Monitor media to ensure the organisation is aware of possible crises 2.4. Implement and monitor <i>issues tracking</i> systems according to crisis plans
3. Review and update crisis management plans	3.1. Consult managers and employees about the effectiveness of the crisis plan 3.2. Amend crisis management plans as necessary to comply with legal and ethical requirements

## Required Skills and Knowledge

### REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

#### Required skills

- communication, interpersonal and negotiation skills to liaise effectively with stakeholders, resolve conflict and develop effective crisis management plans
- culturally appropriate communication skills to relate to people from diverse backgrounds and people with diverse abilities
- literacy skills sufficient to write to a range of audiences in different styles
- research and data collection skills to design and analyse crisis management plans
- technology skills to use a range of software and equipment relevant to the public relations industry

#### Required knowledge

- computer software applications
- overview knowledge of key provisions of relevant legislation from all levels of government, codes of practice and national standards that affect business operations such as:
  - anti-discrimination legislation and principles of equal opportunity, equity and diversity
  - copyright
  - defamation and libel laws
  - ethical principles such as those outlined in the Public Relations Institute of Australia Code of Ethics and the Australian Journalists Association Code of Ethics
  - marketing codes of practice and conduct such as the Australian Direct Marketing Association Limited (ADMA) Direct Marketing Code of Practice
  - privacy laws
  - Trade Practices Act 1974 (Cth)
- organisational culture, policies, procedures and operating environment
- principles of crisis and media management
- principles and practices in relation to the media and public relations

## Evidence Guide

<b>EVIDENCE GUIDE</b>	
The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.	
<b>Overview of assessment</b>	
<b>Critical aspects for assessment and evidence required to demonstrate competency in this unit</b>	<p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> <li>developing, reporting on and presenting a crisis management plan</li> <li>implementing and evaluating a crisis management plan</li> </ul>
<b>Context of and specific resources for assessment</b>	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> <li>access to an actual workplace or simulated environment</li> <li>access to office equipment and resources</li> <li>examples of previous crisis management planning and evaluation documents</li> </ul>
<b>Method of assessment</b>	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> <li>analysis of responses to case studies and scenarios</li> <li>assessment of written crisis management plans or reports of crisis management activities</li> <li>demonstration of crisis management techniques in a workplace or simulated environment</li> <li>direct questioning with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate</li> <li>observation of presentations in relation to crisis management planning and implementation</li> <li>oral or written questioning</li> <li>review of authenticated documents from the workplace or training environment</li> <li>review of testimony from team members, colleagues, supervisors or managers</li> </ul>
<b>Guidance information for assessment</b>	<ul style="list-style-type: none"> <li>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example other marketing units.</li> </ul>

## Range Statement

### RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

<b><i>Research</i></b> may include:	<ul style="list-style-type: none"> <li>• analysis of previous organisational crisis management plans and their effectiveness</li> <li>• attendance at crisis management training courses</li> <li>• analysis of crisis management plans in other organisations</li> <li>• evaluation of case studies</li> </ul>
<b><i>Crisis management</i></b> may include:	<ul style="list-style-type: none"> <li>• any negative publicity that may affect the success of the business</li> </ul>
<b><i>Relevant groups and individuals</i></b> may include:	<ul style="list-style-type: none"> <li>• consumer protection groups</li> <li>• customers</li> <li>• employees</li> <li>• management</li> <li>• media spokespersons</li> <li>• safety representatives</li> <li>• statutory bodies</li> </ul>
<b><i>Crisis management plan</i></b> may include:	<ul style="list-style-type: none"> <li>• crisis manuals</li> <li>• details of media contact directories</li> <li>• developing a dedicated crisis resource centre</li> <li>• simulated crisis policies and procedures</li> <li>• stipulated crisis management triggers</li> </ul>
<b><i>Legal and ethical requirements</i></b> may include:	<ul style="list-style-type: none"> <li>• community standards</li> <li>• cultural expectations and influences</li> <li>• ethical principles</li> <li>• industry codes of conduct</li> <li>• legislation</li> <li>• regulations</li> <li>• society's expectations</li> </ul>
<b><i>Deal with media</i></b> may include:	<ul style="list-style-type: none"> <li>• arranging for the production of video news clips</li> <li>• organising media conferences</li> <li>• organising media interviews for organisational spokesperson</li> </ul>

**RANGE STATEMENT***Issues tracking* may include:

- monitoring media
- researching issues of concern for the organisation
- considering implications for the organisation

**Unit Sector(s)**

<b>Unit sector</b>	
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**Competency field**

<b>Competency field</b>	Business Development - Public Relations
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**Co-requisite units**

<b>Co-requisite units</b>		