



**Australian Government**

# **DEFPA006 Develop and implement public affairs strategic plans**

**Release: 1**

## DEFPA006 Develop and implement public affairs strategic plans

### Modification History

Release	TP Version	Comments
2	DEF12V2	New unit.
1	DEF12V1	Primary release.

### Unit Descriptor

This unit covers the competency required to develop and implement public affairs strategic plans.

It includes the requirement to support the strategic direction of the organisation, the analysis and interpretation of the relevant audience and the capability assessment of the organisation. It also covers implementation of the strategic plan.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication. In a Defence context, this means that there is no civilian need to hold this unit in order to meet licensing, legislative, regulatory or certification requirements.

### Application of the Unit

This unit applies to Public Affairs Officers within Defence who are involved in the development and implementation of public affairs strategic plans as a workplace responsibility, but is applicable to all individuals who work in this field.

The unit requires the application of high level, fully independent, complex judgements with a detailed knowledge of the Defence organisation. It requires analysis of complex data and the production of documents detailing the required outcomes of specialised functions in the public affairs context. All activities are carried out in accordance with relevant organisational policy and procedures.

### Licensing/Regulatory Information

Not applicable.

### Pre-Requisites

Not applicable.

## Employability Skills Information

This unit contains employability skills.

### Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a Unit of Competency.

Performance Criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the Required Skills and Knowledge and/or the Range Statement. Assessment of performance is to be consistent with the Evidence Guide.

## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. <b>Confirm organisational vision and mission</b>	1.1 Currency of and support for organisational vision and mission are checked with <i>stakeholders</i> . 1.2 Changes or refinements to vision or mission statement are made as required. 1.3 Support for strategic planning process is gained from all relevant stakeholders.
2. <b>Analyse the internal and external environment</b>	2.1 Information requirements are identified and <i>research</i> undertaken to deliver relevant information. 2.2 Political, economic, social and technological developments are analysed. 2.3 Advice is sought from appropriate experts wherever necessary 2.4 Strengths and weaknesses of existing stakeholders are identified and considered. 2.5 Organisation's strengths, weaknesses, opportunities and threats are analysed. 2.6 Consistency of the analysis of internal and external environment and the perspectives of other informed people is assessed.
3. <b>Write strategic plan</b>	3.1 Relevant research and background is documented for inclusion in the strategic plan. 3.2 Strategic objectives and strategies needed for the future are formulated. 3.3 Strategies are assigned a priority, timeframe, responsible parties and measurable performance indicators. 3.4 Strategic plan is circulated for comment, support and endorsement
4. <b>Implement strategic plan</b>	4.1 Strategic plan is communicated to all relevant parties. 4.2 People with a specific role in relation to strategies are briefed. 4.3 Performance indicators are used to monitor progress in implementing plan. 4.4 Necessary refinements are made to plan. 4.5 Achievement of objectives are evaluated at agreed milestones. 4.6 Effectiveness of plan is reviewed and methods for improving strategic planning processes considered.

## Required Skills and Knowledge

This describes the essential skills and knowledge and their level, required for this unit.

### Required Skills

- undertake analysis, to review strengths and weaknesses, and to collate and interpret statistical data including trend analysis
- utilise financial skills to consider resource implications of proposed strategies
- research to ensure accurate, up-to-date information is available
- to plan and undertake appropriate due diligence by applying risk management strategies

### Required Knowledge

- Relevant legislation from all levels of government that affects business operation, especially in regard to work health and safety and environmental issues, equal opportunity, industrial relations and anti-discrimination
- Strategic planning methodologies including political, economic, social and technological (PEST) analysis and strengths, weaknesses, opportunities and threats analysis (SWOT)
- Codes and by-laws relevant to the organisation's operations

## Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the Performance Criteria, Required Skills and Knowledge, the Range Statement and the Assessment Guidelines for this Training Package.

### Critical aspects for assessment and evidence required to demonstrate competency in this unit

Assessment must confirm the ability to:

- produce a public affairs strategic plan which includes:
- objectives
- strategies
- timeframes
- performance indicators
- methods for monitoring the implementation of the plan

### Consistency in performance

Competency should be demonstrated over time and should be observed in a range of actual or simulated work contexts.

### Context of and specific resources for assessment

#### Context of assessment

Competency should be assessed in the workplace or under conditions that accurately simulate a realistic workplace in accordance with all relevant legislation and organisation requirements.

Evidence should be gathered while observing the individual develop public affairs strategic plan. The application of communication ethics that are relevant to the audience and organisation are to be observed.

#### Specific resources for assessment

There are no special resource requirements for this unit.

## 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 in the Performance Criteria is detailed below.

***Stakeholders*** may include

- Management
- Issue motivated groups
- Employees

	<ul style="list-style-type: none"><li>• Government agencies</li><li>• Media</li><li>• Technical advisers</li></ul>
<i>Research</i> may include	<ul style="list-style-type: none"><li>• Demographics</li><li>• Economics</li><li>• Internal research</li><li>• Market segmentation</li><li>• Political</li><li>• Product</li><li>• Social</li><li>• Technical</li></ul>

### **Unit Sector(s)**

Not applicable.

### **Custom Content Section**

Not applicable.