



**Australian Government**

# **DEFPA008 Manage public affairs projects**

**Release 1**

## DEFPA008 Manage public affairs projects

### Modification History

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

### Unit Descriptor

This unit covers the competency required to manage public affairs projects.

It includes defining the project scope, developing an overall project plan monitoring the project and evaluating the planned outcomes.

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, implementation and evaluation of public affairs projects 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>Define the scope of the project</b>	1.1 Clarify aim, purpose, product, outcome of <i>project</i> and the most up to date technology appropriate/available for that project. 1.2 Develop a project budget and confirm with relevant parties. 1.3 Determine and confirm a <i>resources</i> strategy for the project, including finance, personnel, equipment requirements. 1.4 Determine the level of responsibility of those working on the project. 1.5 Communicate responsibilities clearly to all those involved.
2. <b>Develop project plan</b>	2.1 Develop the project plan including timeline, schedules, deliverables and contribution from project stakeholders. 2.2 Develop a strategy for risk management and resource management for the project. 2.3 Clarify and confirm resource requirements and availability. 2.4 Specify and confirm timeline and milestones. 2.5 Brief <i>relevant personnel</i> of the project plan, the deadlines and project responsibilities.
3. <b>Monitor the project</b>	3.1 Implement project plan. 3.2 Support all those involved in the project to ensure that project outcomes can be achieved. 3.3 Use sound interpersonal skills to build trust and co-operation with the project team. 3.4 Assess progress against milestones and take contingency action where and as required to ensure that project deadlines are met. 3.5 Adjust project plan in line with contingencies. 3.6 Establish and maintain a file of all relevant documentation and correspondence. 3.7 Provide feedback to those co-ordinating sections of the project. 3.8 Finalise project within the agreed timelines. 3.9 Provide reports to management/stakeholders as required.
4. <b>Evaluate project outcomes</b>	4.1 <i>Evaluate</i> project outcomes against the aim and purpose.

- 4.2 Evaluate the quality of the outcome.
- 4.3 Review the project plan.
- 4.4 Share information from the project evaluation with appropriate personnel and incorporate into future project planning and management.

## Required Skills and Knowledge

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

### Required Skills

- Applying legislation, regulations and policies to public affairs
- Planning and coordinating a range of events/activities for different audiences
- Publicising events and activities to encourage public participation
- Preparing speeches
- Responding to diversity, including gender and disability
- Applying procedures relating to work health and safety and the environment in the context of project management

### Required Knowledge

- legislation, regulations, policies, procedures and guidelines relating to public affairs, such as privacy, confidentiality, copyright, libel, slander
- event planning and coordination
- using the mass media
- evaluation in the context of public affairs events and activities
- equal employment opportunity, equity and diversity principles
- public sector legislation such as work health and safety and the environment in the context of project management

## 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 manage a public affairs project, including:

- defining the project requirement
- developing a project plan
- monitoring the project

### 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 manage a public affairs project.

#### Specific resources for assessment

Access to an advertising brief, relevant standards, policy and instructions related to public affairs.

## 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.

<b><i>Projects</i></b> may include:	<ul style="list-style-type: none"> <li>• video/film productions</li> <li>• radio productions, drama documentaries</li> <li>• multimedia projects</li> <li>• major events</li> <li>• exercises</li> <li>• air show</li> </ul>
<b><i>Resources</i></b> may include:	<ul style="list-style-type: none"> <li>• finance</li> <li>• personnel</li> </ul>

	<ul style="list-style-type: none"><li>• equipment</li><li>• supplies</li></ul>
<i>Relevant personnel</i> may include:	<ul style="list-style-type: none"><li>• directors</li><li>• producers</li><li>• financial managers</li><li>• department heads</li><li>• managers of specialist sections</li><li>• artists</li><li>• presenters</li><li>• contractors</li></ul>
<i>Evaluation</i> may include:	<ul style="list-style-type: none"><li>• aim/purpose</li><li>• budget</li><li>• quality of outcome</li><li>• risk management</li><li>• meeting of deadlines</li><li>• legal and regulatory requirements</li></ul>

## Unit Sector(s)

Not applicable.