



Australian Government

Department of Education, Employment and Workplace Relations

PSPPA502A Coordinate public affairs events and activities

Revision Number: 3

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Modification History

Release	TP Version	Comments
3	PSP12V1	Unit descriptor edited.
2	PSP04V4.2.	Layout adjusted. No changes to content.
1	PSP04V4.1	Primary release.

Unit Descriptor

This unit covers coordination of public affairs events and activities. It includes planning and implementing events and activities, and evaluating implementation and outcomes.

In practice, coordinating public affairs events and activities may overlap with other generalist or specialist public sector work activities such as acting ethically, complying with legislation, developing client service, providing leadership, coordinating resources, using complex communication, undertaking negotiations.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication

Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements are the essential outcomes of the unit of competency. Together, performance criteria specify the requirements for competent performance. Text in *bold italics* is explained in the Range Statement following.

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

- | | |
|---|---|
| <p>1. Plan events and activities</p> | <p>1.1 Broad <i>public affairs objectives</i> for the organisation are analysed to ensure that events and activities advance those objectives.</p> <p>1.2 The range and types of public affairs events/activities are determined in line with broad public affairs objectives, and approvals are obtained in accordance with organisational policy and procedures.</p> <p>1.3 Objectives and target audience/s are determined for each event and activity in line with organisational requirements.</p> <p>1.4 <i>Project plans</i> are developed to identify the requirements for all aspects of events and activities and to assign responsibilities.</p> <p>1.5 Risks and likely contingencies are assessed and their management is addressed in project plans.</p> <p>1.6 Criteria and measures are developed to monitor progress and evaluate achievement of objectives.</p> |
| <p>2. Implement events and activities</p> | <p>2.1 Resources are obtained and plans are implemented in accordance with organisational requirements.</p> <p>2.2 <i>Personnel</i> to be involved are briefed and speeches are coordinated as required.</p> <p>2.3 Events and activities are coordinated in accordance with project plans.</p> <p>2.4 Contingencies are handled in accordance with organisational risk management arrangements identified in the planning for events/activities.</p> |
| <p>3. Evaluate implementation and outcomes</p> | <p>3.1 Coordination and planning of individual events and activities are evaluated and lessons learnt are documented to improve future planning.</p> <p>3.2 Events and activities are assessed in terms of their effectiveness in reaching the target audience/s and achieving desired target audience response.</p> <p>3.3 Implementation is assessed in terms of achieving individual objectives and meeting criteria for each event/activity.</p> <p>3.4 The outcomes of events/activities are assessed in terms of achieving broad public affairs objectives for the organisation.</p> |

Required Skills and Knowledge

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

Skill requirements

Look for evidence that confirms skills in:

- applying legislation, regulations and policies relating 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 occupational health and safety and the environment and sustainability in the context of public affairs

Knowledge requirements

Look for evidence that confirms knowledge and understanding of:

- 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 occupational health and safety and the environment and sustainability in the context of public affairs

Evidence Guide

The Evidence Guide specifies the evidence required to demonstrate achievement in the unit of competency as a whole. It must be read in conjunction with the Unit descriptor, Performance Criteria, the Range Statement and the Assessment Guidelines for the Public Sector Training Package.

Units to be assessed together

- *Pre-requisite* units that must be achieved prior to this unit: *Nil*
- *Co-requisite* units that must be assessed with this unit: *Nil*
- *Co-assessed units* that may be assessed with this unit to increase the efficiency and realism of the assessment process include, but are not limited to:
 - PSPETHC501B Promote the values and ethos of public service
 - PSPGOV502B Develop client services
 - PSPGOV504B Undertake research and analysis
 - PSPGOV505A Promote diversity
 - PSPGOV511A Provide leadership
 - PSPGOV515A Develop and use political nous
 - PSPLEGN501B Promote compliance with legislation in the public sector
 - PSPPM501B Design complex projects
 - PSPPM502B Manage complex projects

Overview of evidence requirements

In addition to integrated demonstration of the elements and their related performance criteria, look for evidence that confirms:

- the knowledge requirements of this unit
- the skill requirements of this unit
- application of the Employability Skills as they relate to this unit (see Employability Summaries in Qualifications Framework)
- coordination of public affairs events and activities in a range of (3 or more) contexts (or occasions, over time)

Resources required to carry out assessment

These resources include:

- legislation, policy, procedures and protocols relating to public affairs
- organisational objectives relating to public affairs
- organisational material relating to mission and operations
- case studies and workplace scenarios to capture the range of situations likely to be encountered when coordinating public affairs events and activities

Where and how to

Valid assessment of this unit requires:

assess evidence

- a workplace environment or one that closely resembles normal work practice and replicates the range of conditions likely to be encountered when coordinating public affairs events and activities, including coping with difficulties, irregularities and breakdowns in routine
- coordination of public affairs events and activities in a range of (3 or more) contexts (or occasions, over time)

Assessment methods should reflect workplace demands, such as literacy, and the needs of particular groups, such as:

- people with disabilities
- people from culturally and linguistically diverse backgrounds
- Aboriginal and Torres Strait Islander people
- women
- young people
- older people
- people in rural and remote locations

Assessment methods suitable for valid and reliable assessment of this competency may include, but are not limited to, a combination of 2 or more of:

- case studies
- portfolios
- projects
- questioning
- scenarios
- authenticated evidence from the workplace and/or training courses

For consistency of assessment

Evidence must be gathered over time in a range of contexts to ensure the person can achieve the unit outcome and apply the competency in different situations or environments

Range Statement

The Range Statement provides information about the context in which the unit of competency is carried out. The variables cater for differences between States and Territories and the Commonwealth, and between organisations and workplaces. They allow for different work requirements, work practices and knowledge. The Range Statement also provides a focus for assessment. It relates to the unit as a whole. Text in ***bold italics*** in the Performance Criteria is explained here.

Public affairs objectives may include:

- enhancing the organisation's image and reputation
- providing information about the organisation's purpose and mission
- educating the public about the organisation's operations
- providing information about specific policies or programs

Project plans may include:

- budget
- evaluation criteria
- expected outcomes/measurable benefits of the project
- facilities required
- information/communication strategy
- media coverage arrangements
- milestones
- objectives
- people requirements
- performance criteria/indicators
- purpose
- rationale
- required project resources
- risk management
- roles and responsibilities
- schedule/timeline
- task/work breakdown structure

Personnel may include:

- organisational personnel
- members of Parliament
- sponsors

Unit Sector(s)

Not applicable.

Competency field

Public Affairs.