



**Australian Government**

# **BSBLIB503 Develop and promote activities, events and public programs**

**Release: 1**

# BSBLIB503 Develop and promote activities, events and public programs

## Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 2.0.

## Application

This unit describes the skills and knowledge required to plan, develop and promote activities, events and public programs for different customer groups.

It applies to individuals who work in a broad range of industry contexts and who focus on short-term planning and promotion of an activity, event or public program, and may have responsibility for the work outcomes of others.

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

## Unit Sector

Library – Exhibitions and Visitor Programs

## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1 Establish scope of public programs	1.1 Identify activities, events or public programs that meet current or future organisational priorities and policies 1.2 Evaluate external influences that may impact development of programs 1.3 Research customer needs, current development initiatives and wider community needs 1.4 Establish educational, interpretive and commercial objectives in consultation with appropriate stakeholders
2 Develop concepts for	2.1 Develop and document concepts for storylines, interpretive

<b>ELEMENT</b>	<b>PERFORMANCE CRITERIA</b>
public programs	<p>messages and themes</p> <p>2.2 Integrate cultural and environmental protocols into concept development</p> <p>2.3 Identify and use specialists as required</p> <p>2.4 Prepare and present proposals for approval consistent with organisational procedures</p>
3 Prepare to stage activities, events and public programs	<p>3.1 Obtain resources required to complete activity, event or public program</p> <p>3.2 Agree on preparation timeframes with relevant parties, and take steps to coordinate with other activities</p> <p>3.3 Confirm facilities are capable of delivering activities to the specified range of users, and provide a suitable and safe environment</p> <p>3.4 Ensure suitable resources are available to operate the required facilities</p> <p>3.5 Undertake risk audits and take appropriate action according to organisational procedures</p>
4 Organise publicity	<p>4.1 Assess suitability of existing promotional materials for activities, events and public programs and audience</p> <p>4.2 Contribute to development of strategies that target audiences within resource and time constraints</p> <p>4.3 Ensure material contains valid and reliable information and appropriate interpretations</p>
5 Evaluate programs	<p>5.1 Obtain and provide formal and informal feedback from, and to, customers and colleagues</p> <p>5.2 Modify activities according to feedback received and use feedback to inform future development</p> <p>5.3 Establish and implement ongoing review mechanisms to ensure continuous improvement of programs</p>

## Foundation Skills

*This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.*

<b>Skill</b>	<b>Performance</b>	<b>Description</b>
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	<b>Criteria</b>	
Reading	1.1-1.3, 4.1, 4.3, 5.2	<ul style="list-style-type: none"> <li>Recognises and interprets different texts that meet requirements of the organisation</li> </ul>
Writing	1.4, 2.1, 2.3, 2.4, 3.3, 4.2, 4.3, 5.1	<ul style="list-style-type: none"> <li>Prepares specific information which conveys an understanding of outcomes and alternatives, and uses terminology appropriate to present to relevant personnel</li> </ul>
Oral Communication	1.4, 2.4, 3.2, 3.3, 4.2, 5.1	<ul style="list-style-type: none"> <li>Participates in a verbal exchange of ideas/solutions and uses detailed and clear language to clarify and present information according to requirements and audience</li> </ul>
Numeracy	3.1, 3.4, 4.2	<ul style="list-style-type: none"> <li>Uses basic mathematical calculations to allocate and track resources to meet requirements within a set timeframe</li> </ul>
Navigate the world of work	1.1, 2.2, 2.4, 3.2, 3.3, 3.5, 4.2	<ul style="list-style-type: none"> <li>Works independently and collectively in making decisions to achieve organisation outcomes</li> <li>Takes full responsibility for following policies and procedures</li> </ul>
Interact with others	1.4, 2.4, 3.2, 3.3, 4.2, 5.1	<ul style="list-style-type: none"> <li>Collaborates and cooperates with others to achieve joint outcomes</li> <li>Uses appropriate conventions and protocols when communicating with colleagues and external stakeholders</li> </ul>
Get the work done	1.1-1.4, 2.1, 2.4, 3.1-3.5, 4.1-4.3, 5.1-5.3	<ul style="list-style-type: none"> <li>Accepts responsibility for planning and sequencing complex tasks and workload, negotiating key aspects with others taking into account capabilities, efficiencies and effectiveness</li> <li>Systematically gathers and analyses all relevant information and evaluates options to make informed decisions</li> <li>Uses formal and informal processes to evaluate solutions as part of continuous improvement</li> <li>Uses problem-solving techniques to identify and analyse issues</li> <li>Contributes to development and implementation of promotional strategies</li> <li>Accepts responsibility for risk management, applying problem-solving processes to determine solutions</li> <li>Uses main features and functions of digital tools to complete work tasks and access information</li> </ul>

## Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBLIB503 Develop and promote activities, events and public programs	CULEVP503A Develop and promote activities, events and public programs	Updated to meet Standards for Training Packages  Unit moved from Library, Information and Cultural Services Training Package to Business Services Training Package.	Equivalent unit

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>