Australian Government

Department of Education, Employment and Workplace Relations

BSBWRK501A Develop, manage and review campaigns and projects

Revision Number: 1

ISC INDUSTRY SKILLS COUNCILS
Creating Australia's Future

BSBWRK501A Develop, manage and review campaigns and projects

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to effectively plan, manage and review union campaigns or projects.
	No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Application of the unit	This unit applies to individuals with a sound theoretical knowledge base in unionism and industrial relations who provide leadership to members and staff in the union workplace. The union campaigns and projects may relate to a range of issues such as campaigns to target public opinion, campaigns on industrial issues, or projects to increase membership.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	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 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.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Plan campaigns and projects	1.1. Undertake research to establish issues and requirements for the *campaign or project*
	1.2. Establish *steering committee*, if appropriate, with terms of reference
	1.3. Establish and agree upon objectives and outcomes with stakeholders
	1.4. Establish and identify decision-makers and points of influence to support the campaign
	1.5. Develop and communicate an *action plan*
	1.6. Identify key indicators, milestones and measures and put evaluation techniques in place to monitor progress
	1.7. Disseminate communication and monitoring mechanisms
	1.8. Allocate *resources* and establish systems for recording and maintaining records
2. Manage campaigns and projects	2.1. Select relevant people to be involved on the basis of interest and suitable skill sets, and clarify roles and responsibilities
	2.2. Allocate staff time to undertake work and establish work plans with and for individual staff members
	2.3. Implement risk management strategies as required
	2.4. Monitor campaign or project against plan, and negotiate and agree on adjustments with relevant people if required
	2.5. Develop and support team members
	2.6. Provide relevant people with feedback about their performance
	2.7. Ensure meetings are convened with steering committee or work team as agreed or required
3. Manage campaign or project budget	3.1. Research cost estimates thoroughly and include contingency allowances
	3.2. Prepare budget and gain approval from relevant people
	3.3. Monitor expenditure against budget regularly and record accurately in accordance with union requirements
	3.4. Negotiate revisions to budget as required
4. Review campaign or	4.1. Review and measure established objectives against

ELEMENT	PERFORMANCE CRITERIA
project	actual outcomes
	4.2. Review budget and consider actual expenditure against allocated expenditure
	4.3. Debrief project or campaign and make recommendations for future activities
	4.4. Document lessons learned from the campaign or project and store appropriately for future use
	4.5. Share reports on outcomes with others who may benefit from the review process

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- communications skills to work with committee/s, stakeholders and staff
- leadership and staff management skills to direct others, to resolve conflict, to motivate staff and to provide feedback
- planning and organisational skills to meet time lines, to sequence work and to focus on priorities.

Required knowledge

- relevant regional, national, and international legislation and regulations relating to industrial relations, occupational health and safety, vocational education and training, equal opportunity and discrimination
- financial management, including:
  - how to interpret a budget
  - how to develop a budget
- researched information about employer/s
- SWOT (strengths, weaknesses, opportunities and threats) analysis facing campaign or project
- organising frameworks
- organisational priorities, structure and processes of union/s.

Evidence Guide

EVIDENCE GUIDE	
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.	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the following is essential: • documents that demonstrate evidence of having managed all stages of a real or simulated project or campaign; project or campaign plan, notes from team meetings, budget, project or campaign communications • analysis of outcomes of project or campaign and how it could have been more efficient or effective • knowledge of organising frameworks.
Context of and specific resources for assessment	Assessment must ensure: • access to a range of documents related to a union campaign or project.
Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit: • analysis of responses to case studies and scenarios • direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate • observation of presentations • oral or written questioning to assess knowledge of organisational priorities, structure and processes of union/s • review of action plan developed for campaign or project • review of work plans established with and for individual staff members • evaluation of feedback provided to relevant people about their performance.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: • other workplace relations units.

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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.	
Campaigns or projects may include:	- activities that can be seen to have concrete outcomes and a defined endpoint, and which require activities that are distinct from normal day-to-day work, for example: - introduce a new membership system - set up a call centre - delegate or staff development - campaigns about industry issues - campaigns or projects about wages and conditions - delegate conference, targeted organising campaigns or projects - public awareness or media campaigns or projects
Steering committee may refer to:	- any designated group with authority in relation to the campaign or project - delegates and activists - group of organisers - group of workplace representatives - management committee - members - reference group - sub-committee - workplace organising committee
Action plan will include:	- activities - budgets - communication strategies - resource requirements - risk analysis - strategies - time lines
Resources may include:	- campaign or project staff - contractors or consultants

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RANGE STATEMENT	
	• funds • special tools or equipment • technology

Unit Sector(s)

Unit sector	

Competency field

Competency field	Workforce Development - Workplace Relations

Co-requisite units

Co-requisite units		