



Australian Government

DEFDPA005 Develop and implement media plans

Release 2

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Modification History

Release 2. Punctuation errors corrected. Assessment conditions clarified.

Release 1. This is the first release of this unit of competency in the DEF Defence Training Package.

Application

This unit specifies the skills and knowledge required to develop and implement media plans.

It includes defining the media requirements, selecting and scheduling the appropriate media, and evaluating the planned outcomes.

This unit applies to Defence public affairs personnel, but it could apply to any personnel who work in this field.

The skills and knowledge described in this unit must be applied within the legislative, regulatory and policy environment in which they are carried out. Organisational policies and procedures must be consulted and adhered to.

Persons undertaking this unit work independently or as part of a team and perform specific tasks in familiar contexts.

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

Pre-requisite Unit

Not applicable

Competency Field

Defence Public Affairs

Unit Sector

Not applicable

Elements and Performance Criteria

ELEMENTS

PERFORMANCE CRITERIA

Elements describe the essential outcomes.

Performance criteria describe the performance needed to demonstrate achievement of the element.

1 Define media requirements

- 1.1** Identify target audience from the task brief
- 1.2** Analyse environment to determine the reach and frequency requirements of media selected
- 1.3** Analyse creative requirements of the message and determine media implications
- 1.4** Confirm media budget, and identify legal and voluntary constraints in accordance with operational procedures

2 Select media vehicles

- 2.1** Evaluate media vehicle options, considering past performance and appropriateness of using new or alternative media vehicles to meet brief requirements
- 2.2** Select media vehicles that target the specified audience and meet media budget requirements
- 2.3** Select media vehicles that meet the creative, reach and frequency requirements of the message to be achieved within the assigned budget
- 2.4** Assess selected media vehicles to meet legal and ethical requirements

3 Determine a media schedule

- 3.1** Ensure the duration and timing of the media schedule meets the brief requirements
- 3.2** Create a media schedule to the satisfaction of the event coordinator
- 3.3** Develop alternative media schedules within budget for the event coordinator
- 3.4** Develop testing schedule for the media plan and modify it in accordance with results obtained

4 Produce a media plan

- 4.1** Create a media plan that defines the media requirements of the brief and provide evidence to support each requirement
- 4.2** Specify the recommended media and vehicle/s and the rationale for their selection in the media plan
- 4.3** Ensure media plan contains a budget allocation per

		medium per advertising period
	4.4	Develop performance measures to ensure effectiveness of media plan
5	Implement a media plan	5.1 Allocate resources and approve plans in accordance with operational procedures
	5.2	Brief and coordinate personnel to be involved as required
	5.3	Coordinate events and activities in accordance with media plan
	5.4	Handle contingencies in accordance with organisational risk management arrangements identified in the planning for events/activities
6	Evaluate a media plan	6.1 Evaluate and analyse the coordination of media events and activities within the plan, to improve future planning
	6.2	Evaluate events and activities in terms of their effectiveness in achieving desired outcomes

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Range of Conditions

Range is restricted to essential operating conditions and any other variables essential to the work environment.

Non-essential conditions may be found in the Companion Volume Implementation Guide.

Unit Mapping Information

This unit supersedes and is equivalent to DEFPA005 Develop and implement media plans.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=6bdbab1e-11ed-4bc9-9cba-9e1a55d4e4a9>