



Australian Government

**Assessment Requirements for DEFDPA006
Develop and implement a public affairs
strategic plan**

Release: 1

Assessment Requirements for DEFDP A006 Develop and implement a public affairs strategic plan

Modification History

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

Performance Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all of the requirements of the elements and performance criteria on at least one occasion and include:

- applying communication ethics relevant to the audience and the organisation
- applying organisational policies and procedures
- applying risk management strategies to plan and undertaking appropriate due diligence
- developing and implementing a public affairs strategic plan that includes:
 - objectives
 - strategies
 - timeframes
 - performance indicators
 - methods for monitoring the implementation of the plan
- using research methods that ensure accurate, up-to-date information is available
- undertaking analysis to review strengths and weaknesses, and to collate and interpret statistical data including trend analysis.

Knowledge Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all of the requirements of the elements and performance criteria and include knowledge of:

- relevant legislation and organisational policies and procedures
- research including:
 - demographics
 - economics
 - internal research
 - market segmentation
 - political
 - product
 - social
 - technical
- strategic planning methodologies including political, economic, social and technological

(PEST) analysis, and strengths, weaknesses, opportunities and threats (SWOT) analysis.

Assessment Conditions

As a minimum, assessors must satisfy applicable regulatory requirements, which include requirements in the Standards for Registered Training Organisations current at the time of assessment.

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Assessment processes and techniques must be appropriate to the language, literacy and numeracy requirements of the work being performed and the needs of the candidate.

Assessment must occur in workplace operational situations, where it is appropriate to do so; where this is not appropriate, assessment must occur in simulated workplace operational situations that replicate workplace conditions.

Resources for assessment must include access to:

- a range of relevant exercises, case studies and/or other simulations
- relevant and appropriate materials, tools, equipment and personal protective equipment currently used in industry
- applicable documentation including operational procedures, regulations, codes of practice and operation manuals.

Links

Companion Volume implementation guides are found in VETNet -

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