



Australian Government

DEFDPA006 Develop and implement a public affairs strategic plan

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 a public affairs strategic plan.

It includes confirming organisational vision and mission to support the strategic direction of the organisation by analysing the internal and external environment to write and implement a strategic plan.

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

Elements describe the essential outcomes.

PERFORMANCE CRITERIA

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

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| 1 Confirm organisational vision and mission | 1.1 Check the currency of and support for organisational vision and mission with key stakeholders

1.2 Propose changes or refinements to vision or mission statement as required

1.3 Gain support for strategic planning process and mission refinements from relevant stakeholders

1.4 Undertake approval process for required refinements in accordance with organisational procedures |
| 2 Analyse the internal and external environment | 2.1 Identify required information and undertake research to deliver relevant information

2.2 Analyse political, economic, social and technological developments

2.3 Seek advice from identified subject matter experts as required

2.4 Consider identified strengths and weaknesses of existing stakeholders

2.5 Analyse organisation's strengths, weaknesses, opportunities, and threats

2.6 Identify organisational risk factors that will impact on the implementation of a strategic plan in accordance with operational procedures |
| 3 Write strategic plan | 3.1 Document relevant research and background for inclusion in the strategic plan

3.2 Formulate strategic objectives and strategies

3.3 Assign strategies a priority, timeframe, responsible parties and measurable performance indicators

3.4 Circulate strategic plan for comment, support and endorsement in accordance with operational guidelines |
| 4 Implement strategic plan | 4.1 Communicate strategic plan to relevant parties |

- 4.2 Brief personnel who have a specific role in relation to strategies
- 4.3 Use performance indicators to monitor progress of the implementation of the plan
- 4.4 Make necessary refinements to the plan from feedback received
- 4.5 Evaluate achievement of objectives at agreed milestones
- 4.6 Review effectiveness of plan and consider methods for improving strategic planning processes

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 DEFPA006 Develop and implement public affairs strategic plans.

Links

Companion Volume implementation guides are found in VETNet -

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