



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **LGAGOVA303B Coordinate production of communication materials**

**Release 2**

## LGAGOVA303B Coordinate production of communication materials

### Modification History

LGAGOVA303B Release 2: Layout adjusted.

LGAGOVA303B Release 1: Primary release.

### Unit Descriptor

This unit covers the planning, organising and checking of the production of the range of communication materials required by council.

### Application of the Unit

This unit supports the attainment of skills and knowledge required for competent workplace performance in councils of all sizes. Knowledge of the legislation and regulations within which councils must operate is essential. The unique nature of councils, as a tier of government directed by elected members and reflecting the needs of local communities, must be appropriately reflected.

### Licensing/Regulatory Information

Not applicable.

### Pre-Requisites

Not applicable.

### Employability Skills Information

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 required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the Range Statement. Assessment of performance is to be consistent with the Evidence Guide.

## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<b>1 Plan the production of communication materials</b>	<p>1.1 Production of <i>communication materials</i> is planned in accordance with marketing and communication plans and job requirements.</p> <p>1.2 Key council dates and initiatives are taken into account when planning production.</p> <p>1.3 Production schedules are organised to ensure planned communication materials are available at the required time.</p> <p>1.4 <i>Resources</i> are identified and accessed.</p>
<b>2 Prepare information for communication materials</b>	<p>2.1 Information is written and presented in a clear and easily understood format suitable for the audience.</p> <p>2.2 Information is checked for accuracy, completeness and format.</p> <p>2.3 Final copy is produced which presents accurate and clear information according to council policy.</p>
<b>3 Obtain quotations for production as appropriate</b>	<p>3.1 <i>Accurate specifications</i> are provided to quoting organisations.</p> <p>3.2 Comprehensive quotations are obtained with full details of potential variations to cost and conditions that may apply.</p>
<b>4 Coordinate the production of communication materials</b>	<p>4.1 All copy is thoroughly checked for accuracy prior to submission to <i>internal or external producer</i>.</p> <p>4.2 Liaison is undertaken with producer in a manner that permits accurate monitoring of production schedules.</p> <p>4.3 Contingency plans are put in place to allow for situations where time lines may be exceeded.</p> <p>4.4 All production work is fully checked and corrected as required.</p> <p>4.5 Final communication materials are rechecked and approved for distribution and payment by appropriate authority when accurate.</p> <p>4.6 Communication materials are distributed in accordance with job requirements.</p> <p>4.7 Contingency plans are put in place to allow for situations where time lines may be exceeded.</p>

## **Required Skills and Knowledge**

This describes the essential skills and knowledge and their level, required for this unit

### **Required Skills**

- creative writing of copy
- attention to detail
- liaison with printers
- analysing quotations
- writing using plain English
- using computer software

### **Required Knowledge**

- design techniques
- production techniques and methods
- council policy relating to provision of information
- council procedures relevant to production

## Evidence Guide

### Overview of assessment requirements

A person who demonstrates competency in this unit will be able to perform the outcomes described in the Elements to the required performance level detailed in the Performance Criteria. The knowledge and skill requirements described in the Range Statement must also be demonstrated. For example, knowledge of the legislative framework and safe work practices that underpin the performance of the unit are also required to be demonstrated.

### Critical aspects of evidence to be considered

The demonstrated ability to:

- plan the production of a range of communication materials to ensure their availability at the required time
- produce a range of communication materials that are accurate, complete and in the appropriate format
- prepare comprehensive and accurate specifications which cover contingencies to obtain comprehensive quotations for the communication task
- coordinate the production of a range of communication materials in line with council procedures

### Context of assessment

Competency is demonstrated by performance of all stated criteria, with particular attention to the critical aspects of evidence and the knowledge and skills elaborated in the Evidence Guide, and within the scope of the Range Statement. Assessment must take account of the endorsed Assessment Guidelines in the Local Government Training Package. Assessment of performance requirements in this unit should be undertaken in an actual workplace or simulated environment. Assessment should reinforce the integration of the key competencies for the particular AQF level. Refer to the key competency levels at the end of this unit.

### Relationship to other units(prerequisite or co-requisite units)

To enable holistic assessment this unit may be assessed with other units that form part of the job role.

### Method of assessment

The following assessment methods are suggested:

- observation of the learner performing a range of workplace tasks over sufficient time to demonstrate handling of a range of contingencies
- written and/or oral questioning to assess knowledge and understanding
- completion of workplace documentation
- third-party reports from experienced practitioners
- completion of self-paced learning materials including

**Evidence required for demonstration of consistent performance**

personal reflection and feedback from trainer, coach or supervisor

Evidence should be collected over a set period of time that is sufficient to include dealings with an appropriate range and variety of situations.

**Resource implications**

The learner and trainer should have access to appropriate documentation and resources normally used in the workplace.

## 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 in the Performance Criteria is detailed below.

***Communication***

***materials*** may include:

- fliers
- brochures
- pamphlets
- media products
- press releases
- posters
- kits
- production materials
- invitations
- presentations and demonstrations
- audio and videotapes
- electronic press hits
- web sites
- guidance materials
- community programs
- descriptions
- labels

***Resources*** may include:

- equipment required
- materials needed
- basis of information
- sources of information
- human resource assistance

***Accurate specifications***  
may include:

- time
- quality of stock
- style of brochure
- number of photographs
- ink colours
- style copy to be provided in
- medium copy to be provided in
- binding or stapling required

***Internal or external***

***producers*** may include:

- printers
- art houses
- information technology specialists
- consultants, including media consultants
- designers
- journalists

## **Unit Sector(s)**

Common Units