



Australian Government

Department of Education, Employment and Workplace Relations

LGAGOVA406A Implement marketing plan

Release 2

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Modification History

LGAGOVA406A Release 2: Layout adjusted.

LGAGOVA406A Release 1: Primary release.

Unit Descriptor

This unit covers the promotion of council's user pays and discretionary services in accordance with a marketing plan.

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
1 Use marketing plan to coordinate marketing activities	1.1 The marketing plan is used to <i>guide the conduct</i> of day to day <i>marketing activities</i> . 1.2 Activities are conducted in a manner that makes maximum use of available resources and materials to enhance the quality of the activity and the image of the organisation. 1.3 Activities are conducted in a manner that maximises the opportunity to meet financial targets.
2 Establish business relationships	2.1 Professional relationships with customers and industry colleagues are established within their correct cultural context in a manner that promotes goodwill and trust. 2.2 Opportunities to liaise with customers and colleagues are taken up wherever possible. 2.3 Discussions and negotiations with customers and colleagues are conducted in a professional manner within the relevant cultural context.
3 Monitor the market	3.1 <i>Changes</i> and major issues in the marketplace are correctly identified. 3.2 Market intelligence gained during the implementation of marketing activities is communicated to appropriate colleagues on a regular basis.
4 Prepare marketing reports	4.1 Reports are prepared according to organisational requirements in a manner that provides clear and concise information to those responsible for market planning. 4.2 Recommendations for improving the effectiveness of activities are made to the appropriate authority based on practical experience in the implementation of the marketing plan.

Required Skills and Knowledge

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

Required Skills

- networking and liaising
- writing reports
- communicating with the community and local businesses
- promoting the organisation

Required Knowledge

- marketing principles and techniques
- needs of relevant cultural groups
- local knowledge of relevant businesses and groups

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	<ul style="list-style-type: none">• Activities are in line with marketing plan.• Business relationships are established.• Market is monitored.
Context of assessment	On the job or in a simulated work environment.
Method of assessment	The following assessment methods are suggested: <ul style="list-style-type: none">• 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 personal reflection and feedback from trainer, coach or supervisor
Evidence required for demonstration of consistent performance	Evidence will need to be gathered over time across a range of variables.
Resource implications	Access to a workplace or simulated case study that incorporates simulated marketing activities and consultations.

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.

Guide the conduct of activities may include:

- prioritising and scheduling activities
- setting targets and objectives
- determining evaluation methods

Marketing activities may include:

- advertising
- use and maintenance of promotional materials
- display networks
- industry relations and liaison
- public relations
- promotional events
- cooperative marketing

Identification of ***change*** in market place may:

- be based on day to day contact with customers
- include market response to marketing activities
- include evaluation of competition
- include product and price changes
- include market research

Unit Sector(s)

Administration Units