Australian Government

Department of Education, Employment and Workplace Relations

PSPPA501A Provide public affairs writing and editorial services

ISC INDUSTRY SKILLS COUNCILS
Creating Australia's Future

PSPPA501A Provide public affairs writing and editorial services

Modification History

Release	TP Version	Comments
3	PSP12V1	Unit descriptor edited.
2	PSP04V4.2.	Layout adjusted. No changes to content.
1	PSP04V4.1	Primary release.

Unit Descriptor

This unit covers the provision of writing and editorial services by public affairs personnel. It includes researching and writing publications, preparing speeches, reporting on complex/controversial issues, and providing editorial services.

In practice, providing public affairs writing and editorial services may overlap with other generalist or specialist public sector work activities such as acting ethically, complying with legislation, developing client service, undertaking research, providing leadership, refining complex workplace documents, etc.

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

Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements are the essential outcomes of the unit of competency.

Together, performance criteria specify the requirements for competent performance. Text in ***bold italics*** is explained in the Range Statement following.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. **Research and write publications**	1.1 *Production* and deadline requirements, *purpose* and objectives of the publication are determined.
	1.2 *Sources of information* for stories/publications are identified in accordance with organisational requirements.
	1.3 Information is gathered and assessed for newsworthiness and audience appeal and an approach/story angle is determined and approved.
	1.4 Content is drafted, refined and redrafted until it meets creative, technical and production requirements.
	1.5 Content is submitted for approval and finalised in accordance with *organisational requirements*.
2. **Prepare speeches**	2.1 Information is gathered and assessed for relevance to the topic and the audience.
	2.2 Ideas and concepts are developed logically and articulated clearly.
	2.3 Speech notes are prepared using language that captures the voice of the intended speaker, and allows the message to be delivered clearly and authoritatively.
	2.4 Potential questions are identified and possible answers prepared in accordance with the content and government policy directions.
	2.5 Speech notes are submitted for review/approval, re-drafted as required, and finalised in accordance with required timeframes.
3. **Report on complex/ controversial issues**	3.1 *Output format*, purpose, audience and deadline/s are determined in accordance with organisational procedures.
	3.2 Source material is analysed for political, social or economic issues relevant to the organisation.
	3.3 Cultural context of the information is identified and taken account of in interpretation.
	3.4 Stereotypes, bias, prejudice and motive are recognised.
	3.5 Key issues are identified, fact is separated from opinion and underlying values and beliefs are explored.
	3.6 Information is synthesised and documents are prepared and *submitted* in accordance with organisational requirements, legislation, policy and procedures.
4. **Provide editorial services**	4.1 Others are assisted with the preparation of written materials to maintain the writing *style and standards* for organisational *publications*.
	4.2 The purpose, intent and *specialist vocabulary* of materials prepared by others are reviewed with the writer/s and are edited to conform with organisational style and the target audience .
	4.3 Materials are proofed, returned and/or submitted for approval and publication in accordance with organisational policy,

ELEMENT	PERFORMANCE CRITERIA
	procedures and required timelines.

Required Skills and Knowledge

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

Skill requirements

Look for evidence that confirms skills in:

- applying legislation, regulations and policies relating to the preparation public affairs materials
- researching, writing, and correctly targeting publications in a range of genres
- working with others to maintain standards in organisational publications
- interpreting complex issues and putting them into briefing format
- writing clear, well-researched speeches and statements for diverse audiences
- responding to diversity, including gender and disability
- applying procedures relating to occupational health and safety and the environment in the context of public affairs

Knowledge requirements

Look for evidence that confirms knowledge and understanding of:

- legislation, regulations, policies, procedures and guidelines relating to the preparation and security of written information in the public sector
- legislation relating to libel, slander, copyright, privacy, confidentiality
- critical analysis of complex information in a government/organisational context
- politically and culturally sensitive issues for the organisation
- organisational requirements for publications and speeches
- government style manual requirements
- government protocol
- interpretive and journalistic writing styles
- speechwriting
- editorial knowledge of grammar, spelling and writing styles
- equal employment opportunity, equity and diversity principles
- public sector legislation such as occupational health and safety and the environment in the context of writing and editing for public affairs

Evidence Guide

The Evidence Guide specifies the evidence required to demonstrate achievement in the unit of competency as a whole. It must be read in conjunction with the Unit descriptor, Performance Criteria, the Range Statement and the Assessment Guidelines for the Public Sector Training Package.

Units to be assessed together	• *Pre-requisite* units that <u>must</u> be achieved <u>prior</u> to this unit:*Nil*
	• *Co-requisite* units that <u>must</u> be assessed <u>with</u> this unit:*Nil*
	• *Co-assessed units* that <u>may</u> be assessed with this unit to increase the efficiency and realism of the assessment process include, but are not limited to:
	• PSPETHC501B Promote the values and ethos of public service
	• PSPGOV502B Develop client services
	• PSPGOV504B Undertake research and analysis
	• PSPGOV505A Promote diversity
	• PSPGOV511A Provide leadership
	• PSPGOV513A Refine complex workplace documents
	• PSPGOV515A Develop and use political nous
	• PSPLEGN501B Promote compliance with legislation in the public sector
Overview of evidence requirements	In addition to integrated demonstration of the elements and their related performance criteria, look for evidence that confirms:
	• the knowledge requirements of this unit
	• the skill requirements of this unit
	• application of the Employability Skills as they relate to this unit (see Employability Summaries in Qualifications Framework)
	• provision of public affairs writing and editorial services in a range of (3 or more) contexts (or occasions, over time)
Resources required to carry out assessment	These resources include:
	• legislation, policy, organisational procedures and protocols relating to the preparation of information for the organisation/public sector
	• government style guide
	• examples of complex/controversial issues
	• case studies and workplace scenarios to capture the range of situations likely to be encountered when providing public affairs writing and editorial services
Where and how to	Valid assessment of this unit requires:

assess evidence	• a workplace environment or one that closely resembles normal work practice and replicates the range of conditions likely to be encountered when providing public affairs writing and editorial services, including coping with difficulties, irregularities and breakdowns in routine • provision of public affairs writing and editorial services in a range of (3 or more) contexts (or occasions, over time)

Assessment methods should reflect workplace demands, such as literacy, and the needs of particular groups, such as:

- people with disabilities
- people from culturally and linguistically diverse backgrounds
- Aboriginal and Torres Strait Islander people
- women
- young people
- older people
- people in rural and remote locations

Assessment methods suitable for valid and reliable assessment of this competency may include, but are not limited to, a combination of 2 or more of:

- case studies
- demonstration
- portfolios
- projects
- questioning
- scenarios
- simulation or role plays
- authenticated evidence from the workplace and/or training courses

For consistency of assessment	Evidence must be gathered over time in a range of contexts to ensure the person can achieve the unit outcome and apply the competency in different situations or environments

Range Statement

The Range Statement provides information about the context in which the unit of competency is carried out. The variables cater for differences between States and Territories and the Commonwealth, and between organisations and workplaces. They allow for different work requirements, work practices and knowledge. The Range Statement also provides a focus for assessment. It relates to the unit as a whole. Text in **bold italics** in the Performance Criteria is explained here.

Production requirements may include:	• production schedule and deadlines • budget • contractual requirements • confidentiality • intellectual property • copyright • type of publication • style, format, language, graphics
Purpose of publications may include:	• influencing opinion • providing information • reporting on achievement • recommending options and corresponding actions • meeting regulatory requirements • meeting public sector reporting requirements • strategic planning
Sources of information may include:	• publications • previous stories • organisational staff • networks • Internet
Organisational requirements for publications may include:	• use of plain English • spelling grammar, punctuation, spacing • style formats • acknowledgements • particular terminology to be used/not used: • acronyms • technical terms • bureaucratic language • cliches • abbreviations • requirements for minimising jargon in written materials • requirements for written material to take account of cultural,

ethnic, religious or language differences, disabilities, etiquette

- guidelines for illustrative items
- standards for references, acknowledgements, citations, footnotes, endnotes
- using particular communication channels
- meeting State/Territory or Commonwealth legislation, regulations, policies, procedures and guidelines relating to the preparation and security of written information in the public sector, including freedom of information, copyright, privacy, confidentiality, equal employment opportunity, diversity, occupational health and safety
- risk assessment
- complying with security standards and requirements for government information
- meeting public sector standards
- complying with fraud control standards
- complying with codes of practice and codes of ethics
- requirements for:
  - private or confidential materials
  - embargoed material
  - politically sensitive materials

Output format may be:	• report • summary • briefing notes • memo • correspondence
Submission of documents may include:	• approvals • sign-off procedures
Organisational style and standards may be found in:	• government style guide • organisational style guide • documented requirements for layouts, formats, styles, spelling etc for a range of organisational publications (refer to organisational requirements for publications earlier in Range Statement)

Publications may include:	• documents in the public domain such as:
	  • annual reports
	  • guides
	  • advertising materials
	  • Internet sites
	  • newspaper/magazine articles
	  • newsletters
	  • media releases
	  • ministerial statements
	  • intranet materials
	  • in-house publications

Specialist vocabulary may include:	• scientific/technical vocabulary • public sector or organisation specific vocabulary • acronyms • jargon

Unit Sector(s)

Not applicable.

Competency field

Public Affairs.