Australian Government

Department of Education, Employment and Workplace Relations

PSPPA601A Manage public affairs

Revision Number: 3

ISC INDUSTRY SKILLS COUNCILS
Creating Australia's Future

PSPPA601A Manage public affairs

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 management of public affairs including crisis management and high-profile events. It includes contributing to public affairs scope and direction, planning and managing a public affairs program, developing crisis management communication strategies, and handling high-profile events.

In practice, managing public affairs may overlap with other generalist or specialist public sector work activities such as acting ethically, complying with legislation, applying government systems, managing change, managing diversity, using complex communication strategies, providing leadership.

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.

Government Skills Australia

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.

Government Skills Australia

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Contribute to public affairs scope and direction	1.1 An *environmental scan* is conducted to identify public affairs issues and needs for the organisation.
	1.2 Target audiences for public affairs action are identified in accordance with organisational requirements.
	1.3 Public affairs objectives and programs are developed in line with the organisation's business and strategic plans.
	1.4 Criteria and measures are developed for assessing objectives.
	1.5 *Resourcing* requirements are identified and the scope of public affairs activities is negotiated in accordance with organisational priorities and resource constraints.
2. Plan and manage public affairs program	2.1 An operational plan is developed for public affairs to integrate strategies and coordinate communications and activities.
	2.2 Schedules are developed for communications and activities that are flexible enough to provide for contingencies and emerging issues.
	2.3 Responsibilities and accountabilities are defined, and reporting requirements and benchmarks are identified for monitoring the program.
	2.4 Public affairs program is implemented and monitored to ensure progress or to make changes to achieve the program objectives.
	2.5 Results are evaluated in terms of media coverage, penetration and desired audience response, reasons for variations are identified and changes are made to improve results.
3. Develop crisis management communication strategies	3.1 Organisational activities and operations are assessed to identify potential crisis factors and evaluate risk management strategies.
	3.2 The composition of a crisis communication team is explored and determined in terms of required *specialist knowledge and guidance*.
	3.3 Training needs for potential spokespersons are identified and media training is organised in accordance with organisational policy and procedures.
	3.4 *Individuals and groups* who must be contacted in crisis situations are identified, lines of communication are established and their involvement/role/responsibilities confirmed.
	3.5 Crisis management action plan is developed and submitted for approval to document crisis management communication strategies and protocols, including *post-crisis communication*.
4. Handle high-profile events	4.1 Public affairs strategic planning is undertaken for *high-profile events* in accordance with organisational requirements.
	4.2 Outside groups, partners, the media and business are involved in sponsoring/supporting special events as required.
	4.3 Protocol standards are applied and explained to others as required to ensure a positive organisational outcome from high-

ELEMENT	PERFORMANCE CRITERIA
	profile events.
	4.4 The involvement of managers, staff and government representatives in high-profile events is overseen and supported in accordance with organisational policy and procedures.
	4.5 Speeches and statements for management and other officials are prepared for special events or in times of crisis.

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 public affairs
- planning and setting objectives
- undertaking strategy development
- establishing and maintaining relationships inside and outside the organisation
- communication including consulting, negotiating and liaising with diverse groups
- 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 public affairs
- public affairs capability and how this relates to organisational objectives
- event management
- requirements of crisis management communication strategies
- equal employment opportunity, equity and diversity principles
- public sector legislation such as occupational health and safety and the environment in the context of 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:
	  • PSPETHC601B Maintain and enhance confidence in public service
	  • PSPGOV601B Apply government systems
	  • PSPGOV605A Persuade and influence opinion
	  • PSPGOV606A Prepare high-level/sensitive written materials
	  • PSPMNGT605B Manage diversity
	  • PSPMNGT608B Manage risk
	  • PSPMNGT609B Formulate business strategies
	  • PSPLEGN601B Manage compliance with legislation in the public sector
	  • PSPOHS602A Manage workplace safety

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) • managing public affairs in a range of (3 or more) contexts (or occasions, over time)
Resources required to carry out assessment	These resources include: • legislation, policy, procedures and protocols relating to public affairs • examples of crisis situations and high-profile events • case studies and workplace scenarios to capture the range of situations likely to be encountered when managing public affairs
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 managing public affairs, including coping with difficulties, irregularities and breakdowns in routine |
| | • managing public affairs 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
- portfolios
- projects
- questioning
- scenarios
- 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.

Environmental scan may include:	- corporate strategy - strategic and operational objectives - range of products and services - operating environment - previous public affairs programs and their effectiveness
Resourcing may include:	- human resources - financial resources - physical resources such as equipment - outsourced expertise - contingency provisions
Specialist knowledge and guidance may include:	- legal aspects - technical aspects - security - industrial relations - management - occupational health and safety - emergency management
Individuals and groups may include:	- Minister's office - police - emergency services - employees - clients - media - public
Post-crisis communication strategies may include:	- cooperation with investigators - debriefing employees - thanking organisations and individuals who assisted in the crisis - information on changes to prevent or avoid the crisis recurring - strategies to re-build the organisation's image
High-profile events may	special events

Government Skills Australia

include	•	unforeseen incidents
	•	disasters
	•	times of crisis

Unit Sector(s)

Not applicable.

Competency field

Public Affairs.