



Australian Government

BSBINS511 Develop and promote library activities, events and public programs

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Application

This unit describes the skills and knowledge required to plan, develop and promote activities, events and public programs for different customer groups.

The unit applies to individuals who work in a broad range of industry contexts and who focus on short-term planning and promotion of an activity, event or public program, and may have responsibility for the work outcomes of others.

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

Unit Sector

Technical Skills – Information Services

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Establish scope of public programs	1.1 Identify activities, events or public programs that meet current or future organisational requirements and policies 1.2 Assess external influences that may impact development of programs 1.3 Research customer needs and wider community needs 1.4 Establish educational, interpretive and commercial objectives in consultation with relevant stakeholders
2. Develop concepts for public programs	2.1 Develop and document concepts for storylines, interpretive messages and themes 2.2 Integrate cultural and environmental protocols into concept

ELEMENT	PERFORMANCE CRITERIA
	development 2.3 Identify and use specialists, as required 2.4 Prepare and present proposals for approval consistent with organisational procedures
3. Prepare to stage activities, events and public programs	3.1 Obtain resources required to complete activity, event or public program 3.2 Prepare timeframes with relevant parties, and take steps to coordinate with other activities 3.3 Confirm facilities are capable of delivering activities to the specified range of users, and provide a suitable and safe environment 3.4 Confirm suitable resources are available to operate the required facilities 3.5 Undertake risk audits, including copyright issues, and take action according to organisational policies and procedures 3.6 Identify trends in libraries and methods of online promotion
4. Organise publicity	4.1 Identify suitability of existing promotional materials for activities, events and public programs and audience 4.2 Contribute to development of strategies that target audiences according to organisational policies and procedures 4.3 Confirm material contains valid and reliable information
5. Evaluate programs	5.1 Collect and provide feedback from, and to, relevant stakeholders 5.2 Modify activities according to feedback received and use feedback to inform future development 5.3 Establish and implement ongoing review mechanisms for continuous improvement of programs

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

Skill	Description
Reading	Recognises and interprets different texts that meet requirements of the organisation
Writing	Prepares specific information which conveys an understanding of outcomes and alternatives, and uses terminology appropriate to present to relevant personnel

Skill	Description
Oral Communication	Participates in a verbal exchange of ideas and uses detailed and clear language to clarify and present information according to requirements and audience
Numeracy	Uses basic mathematical calculations to allocate and track resources to meet requirements within a set timeframe
Self-management	- Takes full responsibility for following policies and procedures - Accepts responsibility for risk management, applying problem solving processes to determine solutions
Problem solving	Uses problem solving techniques to identify and analyse issues
Teamwork	Collaborates and cooperates with others to achieve joint outcomes
Organising and planning	Accepts responsibility for planning and sequencing complex tasks and workload, negotiating key aspects with others taking into account capabilities, efficiencies and effectiveness
Technology	Uses main features and functions of digital tools to complete work tasks and access information

Unit Mapping Information

Supersedes and is equivalent to BSBLIB503 Develop and promote activities, events and public programs.

Supersedes but is not equivalent to:

- BSBEDU305 Assist with international education events and programs
- BSBLIB504 Develop exhibition concepts.

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>

Assessment Requirements for BSBINS511 Develop and promote library activities, events and public programs

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Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- on two occasions research, plan, develop and promote an activity, event, or public program that is part of a wider public program promoted through libraries.

In the course of the above, the candidate must:

- conduct and evaluate effectiveness of activities, events or public programs.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- typical policies, procedures and practices relating to provision of activities, events and public programs
- sustainable practice and its relevance to development of public programs
- relevant sources of advice and specialist assistance for activity development
- techniques for planning and scheduling activities, events and public programs
- key resources for planning, promoting, delivering and evaluating activities, events and public programs
- cultural protocols to be observed in developing programs, including those relating to Aboriginal or Torres Strait Islander contexts
- copyright, moral rights, privacy and intellectual property issues and legislation that impact development of activities, including those relevant to Aboriginal and Torres Strait Islander cultures, child protection and trade practices.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- organisational documentation, equipment and resources relevant to the activity, event or public program
- realistic workplace constraints, such as:
 - budget
 - space limitations
 - resource constraints
 - availability of staff.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

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