



Australian Government

BSBLIB503 Develop and promote activities, events and public programs

Release: 1

BSBLIB503 Develop and promote activities, events and public programs

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 2.0.

Application

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

It 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

Library – Exhibitions and Visitor Programs

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 priorities and policies 1.2 Evaluate external influences that may impact development of programs 1.3 Research customer needs, current development initiatives and wider community needs 1.4 Establish educational, interpretive and commercial objectives in consultation with appropriate stakeholders
2 Develop concepts for	2.1 Develop and document concepts for storylines, interpretive

ELEMENT	PERFORMANCE CRITERIA
public programs	messages and themes 2.2 Integrate cultural and environmental protocols into concept 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 Agree on preparation 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 Ensure suitable resources are available to operate the required facilities 3.5 Undertake risk audits and take appropriate action according to organisational procedures
4 Organise publicity	4.1 Assess suitability of existing promotional materials for activities, events and public programs and audience 4.2 Contribute to development of strategies that target audiences within resource and time constraints 4.3 Ensure material contains valid and reliable information and appropriate interpretations
5 Evaluate programs	5.1 Obtain and provide formal and informal feedback from, and to, customers and colleagues 5.2 Modify activities according to feedback received and use feedback to inform future development 5.3 Establish and implement ongoing review mechanisms to ensure continuous improvement of programs

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance	Description
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	Criteria	
Reading	1.1-1.3, 4.1, 4.3, 5.2	Recognises and interprets different texts that meet requirements of the organisation
Writing	1.4, 2.1, 2.3, 2.4, 3.3, 4.2, 4.3, 5.1	Prepares specific information which conveys an understanding of outcomes and alternatives, and uses terminology appropriate to present to relevant personnel
Oral Communication	1.4, 2.4, 3.2, 3.3, 4.2, 5.1	Participates in a verbal exchange of ideas/solutions and uses detailed and clear language to clarify and present information according to requirements and audience
Numeracy	3.1, 3.4, 4.2	Uses basic mathematical calculations to allocate and track resources to meet requirements within a set timeframe
Navigate the world of work	1.1, 2.2, 2.4, 3.2, 3.3, 3.5, 4.2	- Works independently and collectively in making decisions to achieve organisation outcomes - Takes full responsibility for following policies and procedures
Interact with others	1.4, 2.4, 3.2, 3.3, 4.2, 5.1	- Collaborates and cooperates with others to achieve joint outcomes - Uses appropriate conventions and protocols when communicating with colleagues and external stakeholders
Get the work done	1.1-1.4, 2.1, 2.4, 3.1-3.5, 4.1-4.3, 5.1-5.3	- Accepts responsibility for planning and sequencing complex tasks and workload, negotiating key aspects with others taking into account capabilities, efficiencies and effectiveness - Systematically gathers and analyses all relevant information and evaluates options to make informed decisions - Uses formal and informal processes to evaluate solutions as part of continuous improvement - Uses problem-solving techniques to identify and analyse issues - Contributes to development and implementation of promotional strategies - Accepts responsibility for risk management, applying problem-solving processes to determine solutions - Uses main features and functions of digital tools to complete work tasks and access information

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBLIB503 Develop and promote activities, events and public programs	CULEVP503A Develop and promote activities, events and public programs	Updated to meet Standards for Training Packages Unit moved from Library, Information and Cultural Services Training Package to Business Services Training Package.	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for BSBLIB503 Develop and promote activities, events and public programs

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Performance Evidence

Evidence of the ability to:

- research, plan, develop and promote activities, events or public programs to meet specified needs
- conduct and evaluate effectiveness of activities, events or public programs.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- identify subject matter around which activities, events or public programs are developed
- outline features of typical policies, procedures and practices relating to provision of activities, events and public programs
- explain the concept of sustainable practice and its relevance to development of public programs
- identify sources of advice and specialist assistance for activity development
- discuss techniques for planning and scheduling activities, events and public programs
- outline interpretation techniques suitable for a wide range of audiences
- identify resources for planning, promoting, delivering and evaluating activities, events and public programs
- explain cultural protocols to be observed in developing programs, including those relating to Aboriginal or Torres Strait Islander contexts
- identify 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

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the Library – Exhibitions and Visitor Programs field of work and include access to:

- 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.

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