



Australian Government

BSBPUB504 Develop and implement crisis management plans

Release: 1

BSBPUB504 Develop and implement crisis management plans

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to coordinate, cultivate and apply a crisis management plan.

It applies to individuals who demonstrate a range of managerial skills in senior public relations roles. People in this role have primary responsibility for preparing and instigating a planned communications response in an emergency.

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

Unit Sector

Business Development – Public Relations

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. Develop crisis management plans	1.1 Conduct research to identify crisis management best practice 1.2 Consult relevant groups and individuals for input into the crisis management plan 1.3 Document, distribute and maintain organisational crisis management plan 1.4 Ensure organisational crisis management plan is clearly understood by relevant groups 1.5 Ensure crisis management plan complies with organisational policies and legal and ethical requirements 1.6 Practise simulated crisis responses

ELEMENT	PERFORMANCE CRITERIA
2. Implement a crisis management plan	2.1 Set up a dedicated crisis resource centre 2.2 Develop a crisis response team to deal with media and conduct issue tracking 2.3 Monitor media to ensure the organisation is aware of possible crises 2.4 Implement and monitor issues tracking systems according to crisis plan
3. Review and update crisis management plans	3.1 Consult managers and employees about the effectiveness of the crisis plan 3.2 Amend crisis management plan as necessary to comply with legal and ethical requirements

Foundation Skills

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

Skill	Performance Criteria	Description
Reading	1.1, 1.5, 2.3, 2.4, 3.2	Interprets and analyses complex information from relevant sources to confirm requirements
Writing	1.2-1.3, 3.2	- Records results of research and feedback - Uses clear and precise language, and suitable formatting and style, to develop and update crisis management plans
Oral Communication	1.2, 1.4, 2.2, 3.1	- Employs listening and questioning techniques to clarify information and confirm understanding - Clearly articulates information using language and features suitable to diverse audiences
Navigate the world of work	1.5, 3.2	Understands and complies with to all legal and regulatory responsibilities related to own work
Interact with others	1.2, 1.4, 2.2, 3.1	- Selects the appropriate form, channel and mode of communication for a specific purpose relevant to own role - Collaborates with others to achieve shared understanding
Get the work	1.1, 1.3, 1.4, 1.6,	Organises and implements tasks required to achieve

done	2.1, 2.2, 2.4	required outcomes, with an awareness of how the outcomes contribute to the organisation's goals • Uses analytical processes to decide on appropriate approach to crisis management
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Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBPUB504 Develop and implement crisis management plans	BSBPUB504A Develop and implement crisis management plans	Updated to meet Standards for Training Packages	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 BSBPUB504 Develop and implement crisis management plans

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Performance Evidence

Evidence of the ability to:

- develop, distribute and implement a crisis management plan that complies with organisational, ethical and legal requirements
- work with others to evaluate a crisis management plan and make necessary amendments.

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:

- explain the key provisions of legislation, codes of practice and national standards that affect crisis management
- explain the components of a crisis management plan
- explain the relevance of media management to a crisis management plan.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the public relations field of work and include access to:

- office equipment and resources
- examples of crisis management planning and evaluation documents
- case studies and, where possible, real situations
- interaction with others.

Assessors must satisfy NVR/AQTF assessor requirements.

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