



Australian Government

Assessment Requirements for BSBWRT501

Write persuasive copy

Release: 1

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Modification History

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

Performance Evidence

Evidence of the ability to:

- analyse and evaluate a design brief including:
 - check information for accuracy
 - work to schedule
 - work to budgetary requirements
 - locate and adhere to organisation's legal and ethical constraints
- produce persuasive copy with high impact, surpassing competitor's promotional material.

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:

- discuss ethical requirements which may impact production and delivery of creative copy
- explain relevant legislation, standards and codes of practice affecting production and delivery of copy
- outline constraints to be considered during analysis, evaluation and preparation of copy
- explain organisational policies and procedures relevant to writing copy
- describe persuasive writing techniques
- explain structure of persuasive copy.

Assessment Conditions

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

- organisational policies and procedures relating to process of copywriting

- relevant legislation, standards and codes of practice
- equipment and resources for advanced copywriting and design.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

Companion Volume implementation guides are found in VETNet -

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