



Australian Government

**Assessment Requirements for DEFDPA006
Develop and implement a public affairs
strategic plan**

Release: 2

Assessment Requirements for DEFDP A006 Develop and implement a public affairs strategic plan

Modification History

Release 2. Punctuation errors corrected. Assessment conditions clarified.

Release 1. This is the first release of this unit of competency in the DEF Defence Training Package.

Performance Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all the requirements of the elements and performance criteria on at least one occasion and include:

- applying communication ethics relevant to the audience and the organisation
- applying organisational policies and procedures
- applying risk management strategies to plan and undertaking appropriate due diligence
- developing and implementing a public affairs strategic plan that includes:
 - objectives
 - strategies
 - timeframes
 - performance indicators
 - methods for monitoring the implementation of the plan
- undertaking analysis to review strengths and weaknesses, and to collate and interpret statistical data including trend analysis
- using research methods that ensure accurate, up-to-date information is available.

Knowledge Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all the requirements of the elements and performance criteria and include knowledge of:

- relevant legislation and organisational policies and procedures
- research, including:
 - demographics
 - economics
 - internal research
 - market segmentation
 - political
 - product

- social
- technical
- strategic planning methodologies including political, economic, social and technological (PEST) analysis, and strengths, weaknesses, opportunities, and threats (SWOT) analysis.

Assessment Conditions

Assessors must satisfy relevant vocational education and training legislation, frameworks and/or standards.

Assessment must occur in workplace operational situations. Where this is not appropriate, assessment must occur in simulated workplace operational situations that replicate workplace conditions.

Assessment processes and techniques must be appropriate to the language, literacy, numeracy and digital skills requirements of the work being performed and the needs of the candidate.

Resources for assessment must include access to:

- a range of relevant exercises, case studies and/or simulations
- acceptable means of simulation assessment
- relevant and appropriate materials, tools, equipment and personal protective equipment currently used in industry
- relevant standards, policy and instructions related to public affairs
- applicable documentation, including operational procedures, regulations, codes of practice and operation manuals.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=6bdbab1e-11ed-4bc9-9cba-9e1a55d4e4a9>