



Australian Government

DEFDPA006 Develop and implement a public affairs strategic plan

Release: 2

DEFDPA006 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.

Application

This unit specifies the skills and knowledge required to develop and implement a public affairs strategic plan.

It includes confirming organisational vision and mission to support the strategic direction of the organisation by analysing the internal and external environment to write and implement a strategic plan.

This unit applies to Defence public affairs personnel, but it could apply to any personnel who work in this field.

The skills and knowledge described in this unit must be applied within the legislative, regulatory and policy environment in which they are carried out. Organisational policies and procedures must be consulted and adhered to.

Persons undertaking this unit work independently or as part of a team and perform specific tasks in familiar contexts.

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

Pre-requisite Unit

Not applicable

Competency Field

Defence Public Affairs

Unit Sector

Not applicable

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

1 Confirm organisational vision and mission	1.1	Check the currency of and support for organisational vision and mission with key stakeholders
	1.2	Propose changes or refinements to vision or mission statement as required
	1.3	Gain support for strategic planning process and mission refinements from relevant stakeholders
	1.4	Undertake approval process for required refinements in accordance with organisational procedures
2 Analyse the internal and external environment	2.1	Identify required information and undertake research to deliver relevant information
	2.2	Analyse political, economic, social and technological developments
	2.3	Seek advice from identified subject matter experts as required
	2.4	Consider identified strengths and weaknesses of existing stakeholders
	2.5	Analyse organisation's strengths, weaknesses, opportunities, and threats
	2.6	Identify organisational risk factors that will impact on the implementation of a strategic plan in accordance with operational procedures
3 Write strategic plan	3.1	Document relevant research and background for inclusion in the strategic plan
	3.2	Formulate strategic objectives and strategies
	3.3	Assign strategies a priority, timeframe, responsible parties and measurable performance indicators
	3.4	Circulate strategic plan for comment, support and endorsement in accordance with operational guidelines
4 Implement strategic plan	4.1	Communicate strategic plan to relevant parties

- 4.2 Brief personnel who have a specific role in relation to strategies
- 4.3 Use performance indicators to monitor progress of the implementation of the plan
- 4.4 Make necessary refinements to the plan from feedback received
- 4.5 Evaluate achievement of objectives at agreed milestones
- 4.6 Review effectiveness of plan and consider methods for improving strategic planning processes

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Range of Conditions

Range is restricted to essential operating conditions and any other variables essential to the work environment.

Non-essential conditions may be found in the Companion Volume Implementation Guide.

Unit Mapping Information

This unit supersedes and is equivalent to DEFPA006 Develop and implement public affairs strategic plans.

Links

Companion Volume implementation guides are found in VETNet -

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

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

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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

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