



Australian Government

PSPGEN081 Provide public affairs writing and editorial services

Release: 1

PSPGEN081 Provide public affairs writing and editorial services

Modification History

Release	Comments
1	This unit was released in PSP Public Sector Training Package release 1.0 and meets the Standards for Training Packages. This unit supersedes and is equivalent to PSPPA501A Provide public affairs writing and editorial services. • Unit code updated • Content and formatting updated to comply with new standards • All PC transitioned from passive to active voice

Application

This unit describes the skills required to provide writing and editorial services. It includes researching and writing publications, preparing speeches, reporting on complex or controversial issues, and providing editorial services.

This unit applies to those working in public sector administration roles providing written and editorial services pertaining to public affairs.

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.

Those undertaking this unit would work independently in consultation with others, performing complex tasks in a range of familiar contexts.

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

Competency Field

General

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used,

outcomes	further information is detailed in the range of conditions section.
1. Research and write publications	1.1 Determine production and deadline requirements, purpose and objectives of the publication. 1.2 Identify sources of information for stories and/or publications. 1.3 Gather and assess information for newsworthiness and audience appeal and determine and approve an approach/story angle. 1.4 Draft, then refine and redraft content until it meets creative, technical and production requirements. 1.5 Submit content for approval and finalise.
2. Prepare speeches	2.1 Gather and assess information for relevance to the topic and the audience. 2.2 Develop ideas and concepts logically and articulate them clearly. 2.3 Prepare speech notes using language that captures the voice of the intended speaker, and allows the message to be delivered clearly and authoritatively. 2.4 Identify potential questions and prepare possible answers in accordance with the content and government policy directions. 2.5 Submit speech notes for review and/or approval, re-draft as required, and finalise.
3. Report on complex/controversial issues	3.1 Determine output format, purpose, audience and deadline/s. 3.2 Analyse source material for political, social or economic issues relevant to the organisation. 3.3 Identify cultural context of the information and take account of in interpretation. 3.4 Recognise stereotypes, bias, prejudice and motive. 3.5 Identify key issues, separate fact from opinion and explore underlying values and beliefs. 3.6 Synthesise information and prepare documents and submit.
4. Provide editorial services	4.1 Assist others with the preparation of written materials to maintain the writing style and standards for organisational publications. 4.2 Review the purpose, intent and specialist vocabulary of materials prepared by others with the writer/s and edit to conform to organisational style and the target audience. 4.3 Proof and return materials or submit for approval and publication.

Foundation Skills

Foundation skills are embedded within the elements and performance criteria of this unit.

Unit Mapping Information

This unit supersedes and is equivalent to PSPPA501A Provide public affairs writing and editorial services.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=bebbece7-ff48-4d2c-8876-405679019623>

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Assessment Requirements for PSPGEN081 Provide public affairs writing and editorial services

Modification History

Release	Comments
1	These Assessment Requirements were released in PSP Public Sector Training Package release 1.0 and meet the Standards for Training Packages. • Assessment Requirements created drawing upon specified assessment information from superseded unit

Performance Evidence

Evidence required to demonstrate competence must satisfy all of the requirements of the elements and performance criteria. If not otherwise specified, the candidate must demonstrate evidence of performance of the following on at least one occasion.

- applying legislation, regulations and policies relating to the preparation public affairs materials
- researching, writing, and correctly targeting publications in diverse genres
- working with others to maintain standards in organisational publications
- interpreting complex issues and putting them into briefing format
- writing clear, well-researched speeches and statements for diverse audiences
- applying procedures relating to work health and safety and the environment in the context of public affairs

Knowledge Evidence

Evidence required to demonstrate competence must satisfy all of the requirements of the elements and performance criteria. If not otherwise specified, the depth of knowledge demonstrated must be appropriate to the job context of the candidate.

- public sector legislation including work health and safety and the environment, regulations, policies, procedures and guidelines relating to the preparation and security of written information in the public sector
- legislation relating to libel, slander, copyright, privacy, confidentiality
- critical analysis of complex information in a government/organisational context
- politically and culturally sensitive issues for the organisation
- organisational requirements for publications and speeches
- government style manual requirements
- government protocol

- interpretive and journalistic writing styles
- speechwriting
- grammar and spelling
- equal employment opportunity, equity and diversity principles

Assessment Conditions

This unit contains no specific industry-mandated assessment conditions. Guidance on suggested and recommended conditions and methods can be found in the Implementation Guide.

Assessors must satisfy the NVR/AQTF mandatory competency requirements for assessors.

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