



Australian Government

PSPGEN081 Provide public affairs writing and editorial services

Release: 1

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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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