



Australian Government

PSPGEN082 Coordinate public affairs events and activities

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 PSPPA502A Coordinate public affairs events and activities. • 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 coordinate public affairs events and activities. It includes planning and implementing events and activities, and evaluating implementation and outcomes.

This unit applies to those working in public affairs, managing relationships with the media.

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. Plan events and activities	1.1 Analyse broad public affairs objectives for the organisation to ensure that events and activities advance those objectives. 1.2 Determine the range and types of public affairs events or activities in line with broad public affairs objectives, and obtain approvals. 1.3 Determine objectives and target audience/s for each event and activity in line with organisational requirements. 1.4 Develop project plans to identify the requirements for all aspects of events and activities and to assign responsibilities. 1.5 Assess risks and likely contingencies and address their management in project plans. 1.6 Develop criteria and measures to monitor progress and evaluate achievement of objectives.
2. Implement events and activities	2.1 Obtain resources and implement plans. 2.2 Brief personnel to be involved and coordinate speeches as required. 2.3 Coordinate events and activities. 2.4 Handle contingencies in accordance with organisational risk management arrangements identified in the planning for events or activities.
3. Evaluate implementation and outcomes	3.1 Evaluate coordination and planning of individual events and activities, and document lessons learned to improve future planning. 3.2 Assess events and activities in terms of their effectiveness in reaching the target audience/s and achieving desired target audience response. 3.3 Assess implementation in terms of achieving individual objectives and meeting criteria for each event or activity. 3.4 Assess the outcomes of events or activities in terms of achieving broad public affairs objectives for the organisation.

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 PSPPA502A Coordinate public affairs events and activities.

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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