



Australian Government

PSPGEN084 Provide public affairs advisory service

Release: 1

PSPGEN084 Provide public affairs advisory service

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 PSPPA602A Provide public affairs advisory service. • 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 a public affairs advisory service to management that provides a direct unfiltered link to trends, public opinion and perspectives. It includes advising on sensitive situations, advising on reactions to organisational action and advising on organisational materials.

This unit applies to those working as public affairs advisors to management within the public sector.

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 outcomes	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the range of conditions section.
1. Advise on sensitive situations	1.1 Maintain close communication with national, regional and local media to identify and anticipate issues of significance to the organisation. 1.2 Identify and assess trends, public opinion and perspectives for their impact on the organisation. 1.3 Provide advice on sensitive issues as they arise and on emerging issues that may be politically sensitive for the organisation. 1.4 Ensure advice is based on well-researched background information, is objective and meets the organisation's needs. 1.5 Ensure advice includes strategies for dealing with sensitive situations while maintaining confidentiality, and handling breaches of confidentiality.
2. Advise on reactions to organisational action	2.1 Analyse proposed organisational policies, programs and actions for their impact on clients and/or the public. 2.2 Provide advice on anticipated or actual public and media reaction to proposed organisational changes. 2.3 Include in advice given strategies for ensuring full understanding of the benefits of change, minimising damage to the organisation's image and reputation, and recommendations to counter negative publicity. 2.4 Provide candid, objective and confidential advice.
3. Advise on organisational materials	3.1 Analyse draft materials produced by the organisation for political, social or economic issues relevant to the government as a whole, the intended audience and/or the public. 3.2 Identify cultural context of the information in terms of its relevance or otherwise to the target audience and the general population. 3.3 Identify stereotypes, bias, prejudice and motive and highlight for amendment. 3.4 Identify key issues, separate fact from opinion and explore underlying values and beliefs. 3.5 Synthesise information and prepare advice or feedback to ensure publications meet organisational standards and contribute to public affairs outcomes.

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 PSPPA602A Provide public affairs advisory service.

Links

Companion Volume implementation guides are found in VETNet -

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

Companion Volume implementation guides are found in VETNet -

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

Companion Volume implementation guides are found in VETNet -

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

Companion Volume implementation guides are found in VETNet -

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