



Australian Government

Department of Education, Employment and Workplace Relations

PSPLAND502A Develop and market public land

Revision Number: 3

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Modification History

Release	TP Version	Comments
3	PSP12V1	Unit descriptor edited.
2	PSP04V4.2.	Layout adjusted. No changes to content.
1	PSP04V4.1	Primary release.

Unit Descriptor

This unit covers the competency to develop and market public land. It includes marketing public land, arranging tenders, auctioning public land and managing contracts for sale. In practice, developing and marketing public land may overlap with other generalist or specialist public sector work activities such as working ethically, complying with legislation, coordinating and using resources, engaging the community, managing projects. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication

Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements are the essential outcomes of the unit of competency. Together, performance criteria specify the requirements for competent performance. Text in ***bold italics*** is explained in the Range Statement following.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Market public land	1.1 The organisation's database is updated with current and accessible details of available <i>public land</i>. 1.2 A market plan is prepared according to organisational practices and procedures. 1.3 The process for marketing of public land is conducted in accordance with legislative and <i>organisational procedures</i>, and is open and transparent.
2. Arrange tenders	2.1 Expressions of interest to tender are invited from <i>consultants</i> in accordance with organisational guidelines and procedures. 2.2 Tender documentation is prepared and distributed in accordance with organisational guidelines and procedures. 2.3 Tenders are reviewed and selected using the organisational practices and procedures.
3. Auction public land	3.1 Auction details including the venue are organised. 3.2 <i>Promotion material</i> is prepared and distributed in accordance with legislative and organisational procedures. 3.3 <i>Documents</i> required prior to auction are prepared in accordance with legislative and organisational procedures. 3.4 <i>Resources</i> required to conduct the auction are obtained and made available.
4. Manage contracts for sale of public land	4.1 Details of the contract are checked and relevant details or special conditions are noted and recorded for follow-up action. 4.2 Contract exchange is effected according to legislative and organisational procedures. 4.3 Settlement is carried out according to organisational and statutory requirements. 4.4 Documentation is prepared and directed in accordance with organisational requirements, and the sale details are recorded in accordance with organisational procedures.

Required Skills and Knowledge

This section describes the essential skills and knowledge and their level, required for this unit.

Skill requirements

Look for evidence that confirms skills in:

- applying public land administration legislation to the development and marketing of public land
- preparing development proposals, reports and submissions
- preparing a marketing plan
- arranging tenders
- selecting tenderers
- preparing a contract of sale requiring attention to detail and communication with diverse stakeholders including legal advisers, consultants and the public
- responding to diversity, including gender and disability
- applying public sector legislation including occupational health and safety and environment in the context of developing and marketing public land

Knowledge requirements

Look for evidence that confirms knowledge and understanding of:

- legislation, regulations, policies and procedures relating to public land administration
- legislation relating to conveyancing
- legislation relating to auctioneers and agents
- identification of land suitable for commercial, industrial or residential development
- tender protocols and procedures
- contract management
- marketing techniques
- public sector legislation including occupational health and safety and environment in the context of developing and marketing public land

Evidence Guide

The Evidence Guide specifies the evidence required to demonstrate achievement in the unit of competency as a whole. It must be read in conjunction with the Unit descriptor, Performance Criteria, the Range Statement and the Assessment Guidelines for the Public Sector Training Package.

Units to be assessed together

- *Pre-requisite* units that must be achieved prior to this unit: *Nil*
- *Co-requisite* units that must be assessed with this unit: *Nil*
- *Co-assessed units* that may be assessed with this unit to increase the efficiency and realism of the assessment process include, but are not limited to:
 - PSPETHC501B Promote the values and ethos of public service
 - PSPGOV503B Coordinate resource allocation and usage
 - PSPCOM502A Develop and implement community engagement strategies
 - PSPLAND501A Review planning documents and environmental assessments
 - PSPLEGN501B Promote compliance with legislation in the public sector
 - PSPPM502B Manage complex projects

Overview of evidence requirements

In addition to integrated demonstration of the elements and their related performance criteria, look for evidence that confirms:

- the knowledge requirements of this unit
- the skill requirements of this unit
- application of the Employability Skills as they relate to this unit (see Employability Summaries in Qualifications Framework)
- development and marketing of public land in a range of (3 or more) contexts (or occasions, over time)

Resources required to carry out assessment

These resources include:

- legislation, policy, procedures and protocols relating to the development and marketing of public land
- case studies and workplace scenarios to capture the range of situations likely to be encountered when developing and marketing public land

Where and how to assess evidence

Valid assessment of this unit requires:

- a workplace environment or one that closely resembles normal work practice and replicates the range of conditions likely to be encountered when developing and marketing public land, including coping with difficulties, irregularities

and breakdowns in routine

- development and marketing of public land in a range of (3 or more) contexts (or occasions, over time)

Assessment methods should reflect workplace demands, such as literacy, and the needs of particular groups, such as:

- people with disabilities
- people from culturally and linguistically diverse backgrounds
- Aboriginal and Torres Strait Islander people
- women
- young people
- older people
- people in rural and remote locations

Assessment methods suitable for valid and reliable assessment of this competency may include, but are not limited to, a combination of 2 or more of:

- case studies
- portfolios
- questioning
- scenarios
- simulation or role plays
- authenticated evidence from the workplace and/or training courses

For consistency of assessment

Evidence must be gathered over time in a range of contexts to ensure the person can achieve the unit outcome and apply the competency in different situations or environments

Range Statement

The Range Statement provides information about the context in which the unit of competency is carried out. The variables cater for differences between States and Territories and the Commonwealth, and between organisations and workplaces. They allow for different work requirements, work practices and knowledge. The Range Statement also provides a focus for assessment. It relates to the unit as a whole. Text in ***bold italics*** in the Performance Criteria is explained here.

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| <i>Public land</i> may include: | <ul style="list-style-type: none">• surplus government sites• vacant Crown land |
| <i>Organisational procedures</i> may include: | <ul style="list-style-type: none">• regulatory requirements• industry practices• manual or electronic applications• industry standards• land titles office standards |
| <i>Organisational procedures</i> may be specified in: | <ul style="list-style-type: none">• office practice guidelines• workplace notices• computer training manuals |
| <i>Consultants</i> may include: | <ul style="list-style-type: none">• surveyors• engineers• planners• real estate agents |
| <i>Promotion material</i> may include: | <ul style="list-style-type: none">• newspaper advertising• information sheets• brochures |
| <i>Documents required prior to auction</i> may be: | <ul style="list-style-type: none">• contract of sale |
| <i>Resources required to conduct the auction</i> may be: | <ul style="list-style-type: none">• public address system• receipt book• display board• tables and chairs |

Unit Sector(s)

Not applicable.

Competency field

Public Land Administration.