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22524VIC Diploma of Business (Public Relations)
22525VIC Advanced Diploma of Business (Public Relations)

Version 2.1

Accredited for the period: 1st July, 2020 to 30th June, 2025 under
Parts 4.4 of the *Education and Training Reform Act 2006*



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Version History:		Date
Version 2.1	September 2023	Department of Education and Training (DET) details and contact information updated with Department of Jobs, Skills Industries and Regions (DJSIR) details in Section A
Version 2	May 2021	Update to 5.2 Entry requirements
Version 1	September 2019	Original accredited document

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Section A: Copyright and course classification information

1. Copyright owner of the course	<p>Copyright of this material is reserved to the Crown in the right of the State of Victoria on behalf of the Department of Jobs, Skills, Industries and Regions (DJSIR) Victoria.</p> <p>© State of Victoria (DJSIR) 2019</p>
2. Address	<p>Deputy CEO Victorian Skills Authority Department of Jobs, Skills, Industries and Regions (DJSIR) GPO Box 4509 MELBOURNE VIC 3001</p> <p>Organisational contact Manager, Training and Learning Products Unit Engagement Branch Victorian Skills Authority Department of Jobs, Skills, Industries and Regions (DJSIR) Email: course.enquiry@djsir.vic.gov.au</p> <p>Day to day contact: Business Industries Curriculum Maintenance Manager Chisholm Institute PO Box 684, Dandenong, Victoria, 3175 Ph: (03) 9238 8501 Email: cmmbi@chisholm.edu.au</p>
3. Type of submission	Re-accreditation
4. Copyright acknowledgement	<p>Copyright of this material is reserved to the Crown in the right of the State of Victoria.</p> <p>© State of Victoria (DJSIR) 2019.</p> <p>The following units of competency:</p> <ul style="list-style-type: none"> • BSBCMM401 Make a presentation • BSBFIM501 Manage budgets and financial plans • BSBINN502 Build and sustain an innovative work environment • BSBMGT617 Develop and implement a business plan • BSBMKG408 Conduct market research

- BSBMKG412 Conduct e-marketing communications
- BSBMKG501 Identify and evaluate marketing opportunities
- BSBMKG502 Establish and adjust the marketing mix
- BSBMKG507 Interpret market trends and developments
- BSBMKG510 Plan e-marketing communications
- BSBADV605 Evaluate campaign effectiveness
- BSBPMG522 Undertake project work
- BSBPMG607 Direct communications management of a project program
- BSBPUB401 Develop and apply knowledge of public relations industry
- BSBPUB501 Manage the public relations process
- BSBPUB502 Develop and manage complex public relations campaigns
- BSBMKG514 Implement and monitor marketing activities
- BSBPUB503 Manage fundraising and sponsorship activities
- BSBPUB504 Develop and implement crisis management plans
- BSBREL402 Build client relationships and business networks
- BSBWRT501 Write persuasive copy
- BSBMKG419 Analyse consumer behaviour
- BSBMGT605 Provide leadership across an organisation
- BSBMKG608 Develop organisational marketing objectives
- BSBDIV803 Develop cross-cultural communication and negotiation strategies

are from the BSB Business Services Training Package administered by the Commonwealth of Australia. © Commonwealth of Australia.

The following units of competency:

- CUADIG402 Design user interfaces
- CUADIG403 Create user interfaces
- CUADIG502 Design digital applications
- CUAPPM410 Coordinate continuity
- CUAPPR405 Develop and discuss ideas for own creative work

	<p>are from the CUA Creative arts and Culture Training Package administered by the Commonwealth of Australia. © Commonwealth of Australia.</p> <p>The following units of competency:</p> <ul style="list-style-type: none">• ICTICT308 Use advanced features of computer applications• ICTWEB418 Use development software and ICT tools to build a basic website <p>are from the ICT Information and Communications Technology Training Package administered by the Commonwealth of Australia. © Commonwealth of Australia.</p> <p>The following units of competency:</p> <ul style="list-style-type: none">• PSPGEN046 Undertake research and analysis• PSPGEN070 Persuade and influence opinion• PSPGEN083 Manage public affairs• PSPGEN057 Develop and use political nous <p>are from the PSP Public Sector Training Package administered by the Commonwealth of Australia. © Commonwealth of Australia.</p> <p>The following unit of competency:</p> <ul style="list-style-type: none">• PUACOM004 Manage organisational communication strategies <p>is from the PUA00 Public Safety Training package administered by the Commonwealth of Australia. © Commonwealth of Australia.</p>
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6. Course accrediting body	Victorian Registration and Qualifications Authority	
7. AVETMISS information	<p><i>Classification codes for AVETMISS data may be found on the NCVER website at www.ncver.edu.au</i></p>	
	<p>ANZSCO <i>(Australian and New Zealand Standard Classification of Occupations)</i></p>	<p>225311 Public Relations Professional</p>
	<p>ASCED code <i>(Field of Education)</i></p>	<p>0805 Sales and Marketing</p>
	<p><i>National course code/s</i></p>	<p>22524VIC Diploma of Business (Public Relations)</p> <p>22525VIC Advanced Diploma of Business (Public Relations)</p>
8. Period of accreditation	1 st July, 2020 to 30 th June, 2025	

Section B: Course information

1. Nomenclature	Standard 1 AQTF Standards for Accredited Courses	
1.1. Name of the qualification/s	22525VIC Advanced Diploma of Business (Public Relations) 22524VIC Diploma of Business (Public Relations)	
1.2. Nominal duration of the course	22524VIC Diploma of Business (Public Relations)	535–705 Hours
	22525VIC Advanced Diploma of Business (Public Relations)	845–995 Hours
2. Vocational or educational outcomes	<i>Standard 1 AQTF Standards for Accredited Courses</i>	
2.1. Purpose of the course	<p>The Diploma of Business (Public Relations) aims to provide graduates with broad public relations knowledge and skills required to: develop media and public relations campaigns and strategies; liaise with media and a range of clients and stakeholders; formulate and implement communication strategies and practices; manage projects; and use traditional, social and digital media for public relations in roles such as public relations intern, public relations consultant and social media public relations officer.</p> <p>The Advanced Diploma of Business (Public Relations) will provide graduates with the specialised public relations knowledge and skills required for: media liaison, monitoring and management; developing and managing complex campaigns and preparing publications; managing public relations communications and fundraising and sponsorship activities; designing web environment for interactive media products and enhancing communications about products or services; and planning social media strategies, in roles such as public relations executive, senior advisor in public relations and public relations manager.</p>	
3. Development of the course	<i>Standards 1 and 2 AQTF Standards for Accredited Courses</i>	
3.1. Industry / enterprise / community needs	<p>After mapping the vocational outcomes against national training packages and accredited courses, it was found that there is no qualification that provides training in the Diploma and Advanced Diploma of Business (Public Relations) vocational outcomes listed in Section B 2.1.</p> <p>These courses have been running successfully for more than 26 years and was first offered in 1993 as an Associate Diploma and in 1999 as an Advanced Diploma after extensive review and industry feedback.</p>	

The courses have continued to evolve to meet the needs of industry. In this reaccreditation project, the Project Steering Committee sanctioned the development of new units that address public relations strategies, media relations and writing skills. These new units and the existing reviewed units have been updated to incorporate all aspects digital communication.

The key industry stakeholders are satisfied that the reviewed Diploma and Advanced Diploma of Business (Public Relations) address the current and future skill and knowledge requirements of the public relations industry, such as the increased use of digital media in public relations operations. Social media's impact on public relations has been phenomenal because it enables: instant customer feedback and engagement, the 24/7 news cycle, small business access (affordability), the integrating of marketing concepts and practices with PR strategy.¹

The key industry stakeholders have also confirmed that research conducted into the industry need for people with public relations qualifications and experience, prior to and during the five years of the accreditation period of the existing course, remains accurate and current. The Australian Government Job Outlook website predicts very strong growth for job prospects in the public relations industry up to 2023. The number of Public Relations Professionals grew strongly over the past 5 years and is expected to stay about the same over the next 5 years: from 21,800 in 2018 to 22,000 by 2023.²

The Diploma and Advanced Diploma of Business (Public Relations) qualifications remain well sought after, with 476 enrolments in the period 2016 to 2018.

Enrolments for the existing accreditation period indicate the continuing demand for the course.

Figure 3.1: Enrolment data 2016 to 2018

Course Code	2016	2017	2018
22284VIC	136	79	63
22283VIC	115	60	23
Total:	251	139	86

¹ <http://www.5wpr.com/new/social-media-public-relations/>

² <https://joboutlook.gov.au/Occupation.aspx?search=alpha&code=2253>

	<p>All these figures refer to government funded enrolments apart from 20 of the 22284VIC 2016 enrolments, 4 of the 22283VIC 2016 enrolments, and 1 of the 22283VIC 2017 enrolments, which are fee for service.</p> <p><i>Source: HESG Training Activity Accredited Course Enrolments 2016-2018</i></p> <p>Funding arrangements may have impacted upon enrolments between 2016 to 2018. It is now funded again for VET student loans and it is anticipated that the updated Diploma and Advanced Diploma of Business (Public Relations) will attract more enrolments.</p> <p>The content of this course has been determined and endorsed by the Steering Committee comprising a majority of industry representatives through a range of consultative processes including:</p> <ul style="list-style-type: none"> ○ group comprising a range of stakeholders including industry representatives and content experts ○ research by project team ○ working party of content experts <p><i>See: Appendix 1 Course content developed by stakeholders, Skills and Knowledge mapping</i></p> <p>Anticipated employment opportunities include:</p> <ul style="list-style-type: none"> ● Communications / Public Relations Manager ● Public Relations Manager ● Public Relations Strategist ● Public Relations Communications Coordinator ● Social and Digital Media Intern ● PR & Social Media Assistant ● PR Account Manager ● Communications and Community Engagement ● Marketing Intern/Assistant ● Events Coordinator ● Business Development Specialist ● Marketing Manager ● Marketing Coordinator <p>The job search analysis, and the associated knowledge and skills requirements, has been ratified by members of the Steering Committee and matched to the course structure.</p> <p>Industry support is confirmed through the endorsement and active participation of the Steering Committee.</p>
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	<p>Members of the steering committee</p> <p>Chair - Preeti Daga, Corporate Communications Manager, Community Housing Ltd</p> <ul style="list-style-type: none"> ○ Allan Briggs, Managing Director, Crisis Shield ○ Lahra Carey, Director, Lahra Carey Media and Communications ○ Mandy Griffiths, Senior Communication Advisor, Department of Premier and Cabinet, Victorian Government ○ Theresa Lyford, Deputy Head of School of Vocational Business Education, RMIT ○ Julie Yates, Publicity Manager, Haystac ○ Alain Grossbard OAM, FPRIA, President, Victorian Division, Public Relations Institute of Australia ○ Luke Mitchell, (Graduate student /Account Executive, Weber Shadwick) <p>In Attendance:</p> <ul style="list-style-type: none"> ○ Alan Daniel: Curriculum Maintenance Manager – Business Industries, Chisholm ○ Madeleine Hayne, Administrative Coordinator, CMM Business Industries, Chisholm ○ Course Developer: Anna Henderson, Executive Director, Business Skills Viability <p>This course:</p> <ul style="list-style-type: none"> • does not duplicate, by title or coverage, the outcomes of an endorsed training package qualification • is not a subset of a single training package qualification that could be recognised through one or more statements of attainment or a skill set • does not include units of competency additional to those in a training package qualification that could be recognised through statements of attainment in addition to the qualification • does not comprise units that duplicate units of competency of a training package qualification.
<p>3.2. Review for re-accreditation</p>	<p><i>Standards 1 and 2 for Accredited Courses</i></p> <p>Monitoring and evaluation of 22524VIC Diploma of Business (Public Relations) and 22525VIC Advanced Diploma of Business (Public Relations) has been conducted in accordance with Section B.9. Ongoing monitoring and evaluation, of the course documentation and</p>

	<p>ensuing feedback has been taken into account in the revised course. Surveys of industry, current and past students and providers were conducted as part of the mid-accreditation cycle review and confirmed the courses were meeting their intended outcome. The surveys further confirmed the impact of social media and digital technology in the industry and the need for its inclusion in the course.</p> <p>Learners currently enrolled in the existing course may convert to: 22524VIC Diploma of Business (Public Relations) and 22525VIC Advanced Diploma of Business (Public Relations), which replace and are equivalent to 22284VIC Diploma of Business (Public Relations) and 22283VIC Advanced Diploma of Business (Public Relations).</p> <p>Please refer to the following Transition Table - for transition arrangements.</p>
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Transition Table for the Diploma of Business (Public Relations)		
No new enrolments into 22284VIC Diploma of Business (Public Relations) are permitted after 30 TH June 2020.		
New Qualification Title:	22524VIC Diploma of Business (Public Relations)	
Previous Qualification Title:	22284VIC Diploma of Business (Public Relations)	
22284VIC Diploma of Business (Public Relations)		
22524VIC Diploma of Business (Public Relations) replaces and is equivalent to 22284VIC Diploma of Business (Public Relations).		
Units in new course	Units from previous course	Relationship
VU22807 Use digital media for public relations	VU21662 Use digital media for public relations	Equivalent
BSBPUB401 Develop and apply knowledge of public relations industry	BSBPUB401A Develop and apply knowledge of public relations industry	Equivalent
	CUVPUB501A Develop and manage public relations strategies	Unit deleted no replacement
VU22812 Plan and manage public relations strategies		New unit

BSBPUB501 Manage the public relations process	BSBPUB501A Manage the public relations process	Equivalent
BSBMKG419 Analyse consumer behaviour	BSBMKG402B Analyse consumer behaviour for specific markets	Not equivalent
BSBWRT501 Write persuasive copy	BSBWRT501A Write persuasive copy	Equivalent
BSBCMM401 Make a presentation	BSBCMM401A Make a presentation	Equivalent
ICTICT308 Use advanced features of computer applications	ICAICT308A Use advanced features of computer applications	Equivalent
BSBMKG408 Conduct market research	BSBMKG408B Conduct market research	Equivalent
ICTWEB418 Use development software and ICT tools to build a basic website	ICAWEB418A Use development software and IT tools to build a basic website	Equivalent
BSBMKG501 Identify and evaluate marketing opportunities	BSBMKG501B Identify and evaluate marketing opportunities	Equivalent
BSBINN502 Build and sustain an innovative work environment	BSBINN502A Build and sustain an innovative work environment	Equivalent
	BSBSMB403A Market the small business	Deleted, no replacement unit
BSBMKG507 Interpret market trends and developments	BSBMKG507A Interpret market trends and developments	Equivalent
	BSBMKG514A Implement and monitor marketing activities	Deleted, no replacement unit
	CHCORG525D Recruit and coordinate volunteers	Deleted, no replacement unit
BSBMKG510 Plan e-marketing communications	BSBMKG510A Plan e-marketing communications	Equivalent

	BSBADV510A Create mass electronic media advertisements	Deleted, no replacement unit
BSBPMG522 Undertake project work	BSBPMG522A Undertake project work	Equivalent
CUAPPM410 Coordinate continuity	CUFPPM407A Coordinate continuity	Equivalent
CUAPPR405 Develop and discuss ideas for own creative work		New unit
	BSBSUS501A Develop workplace policy and procedures for sustainability	Deleted, no replacement unit
	BSBIPR501A Manage intellectual property to protect and grow business	Deleted, no replacement unit
	BSBR501B Manage risk	Deleted, no replacement unit

Transition Table for the Advanced Diploma of Business (Public Relations)

No new enrolments into 22283VIC Advanced Diploma of Business (Public Relations) are permitted after 30th June 2020.

22525VIC Advanced Diploma of Business (Public Relations) replaces and is equivalent to 22283VIC Advanced Diploma of Business (Public Relations)

New Qualification Title:	22525VIC Advanced Diploma of Business (Public Relations)
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Previous Qualification Title	22283VIC Advanced Diploma of Business (Public Relations)
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Units in new course	Units from previous course	Relationship
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VU22808 Develop and apply social media strategy	VU21659 Develop and apply social media strategy	Equivalent
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VU22809 Research and apply the public relations role in an industry context	VU21660 Research and apply the public relations role in an industry context	Equivalent
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VU22810 Apply corporate social responsibility to public relations	VU21661 Apply corporate social responsibility to public relations	Equivalent
VU22811 Apply writing skills		New unit
	BSBWRT401A Write complex documents	Deleted, no replacement unit
PSPGEN046 Undertake research and analysis	PSPGOV504B Undertake research and analysis	Equivalent
BSBPUB502 Develop and manage complex public relations campaigns	BSBPUB502A Develop and manage complex public relations campaigns	Equivalent
PUACOM004 Manage organisational communication strategies	PUACOM004B Manage organisational communication strategies	Equivalent
BSBREL402 Build client relationships and business networks	BSBREL402A Build client relationships and business networks	Equivalent
CUADIG402 Design user interfaces	CUFDIG402A Design user interfaces	Equivalent
CUADIG403 Create user interfaces	CUFDIG403A Create user interfaces	Equivalent
BSBPUB504 Develop and implement crisis management plans	BSBPUB504A Develop and implement crisis management plans	Equivalent
	PSPGOV601B Apply government systems	Deleted, no replacement unit
	PSPGOV504B Undertake research and analysis	Deleted, no replacement unit
BSBPUB503 Manage fundraising and sponsorship activities	BSBPUB503A Manage fundraising and sponsorship activities	Equivalent

BSBMGT617 Develop and implement a business plan	BSBMGT617A Develop and implement a business plan	Equivalent
BSBADV605 Evaluate campaign effectiveness	BSBADV605B Evaluate campaign effectiveness	Equivalent
	BSBWHS501A Ensure a safe workplace	Deleted, no replacement unit
BSBFIM501 Manage budgets and financial plans	BSBFIM501A Manage budgets and financial plans	Equivalent
	BSBMKG508A Plan direct marketing activities	Deleted, no replacement unit
	BSBMKG509A Implement and monitor direct marketing activities	Deleted, no replacement unit
	BSBADV602B Develop an advertising campaign	Deleted, no replacement unit
	BSBADV604B Execute an advertising campaign	Deleted, no replacement unit
	BSBWOR502B Ensure team effectiveness	Deleted, no replacement unit
	BSBADV511A Evaluate and recommend advertising media options	Deleted, no replacement unit
BSBMKG502 Establish and adjust the marketing mix	BSBMKG502B Establish and adjust the marketing mix	Equivalent
	BSBMKG608A Develop organisational marketing objectives	Deleted, no replacement unit
BSBPMG607 Direct communications management of a project program	BSBPMG607A Direct communications management of a project program	Equivalent
CUADIG502 Design digital applications	CUFDIG502A Design web environments	Equivalent


BSBMKG412 Conduct e-marketing communications	BSBMKG412A Conduct e-marketing communications	Equivalent
PSPGEN070 Persuade and influence opinion	PSPGOV605A Persuade and influence opinion	Equivalent
BSBMKG412 Conduct e-marketing communications		New unit
PSPGEN057 Develop and use political nous		New unit
BSBDIV803 Develop cross-cultural communication and negotiation strategies		New unit
BSBMGT605 Provide leadership across an organisation		New unit
BSBMKG608 Develop organisational marketing objectives		New unit
PSPGEN083 Manage public affairs		New unit
4. Course outcomes <i>Standards 1, 2, 3 and 4 AQTF Standards for Accredited Courses</i>		
4.1. Qualification level	<p><i>Standards 1, 2 and 3 AQTF Standards for Accredited Courses</i></p> <p>The 22524VIC Diploma of Business (Public Relations) is consistent with the <i>Australian Qualifications Framework 2nd Edition January 2013</i> (AQF) specification for Diploma (Level 5) as follows:</p> <ul style="list-style-type: none"> • Knowledge: Graduates at this level will have technical and theoretical knowledge in a specific area or a broad field of work and learning and be able to demonstrate understanding of a broad knowledge base incorporating theoretical concepts, with substantial depth in some areas such as applying knowledge of public relations principles, practices, processes and strategies to develop a public relations campaign. • Skills: Graduates at this level will have a broad range of cognitive, technical and communication skills to select and apply methods and technologies to: 	

	<ul style="list-style-type: none"> ○ analyse information to complete a range of activities to meet management requirements including current issues/trends which affect the public relations industry or plan strategies to manage reactive media across sensitive issues including the use of traditional and social media. ○ provide and transmit solutions to sometimes complex problems, for example, an analysis of consumer behaviour to target public relations to specific markets and specific needs, and to forecast future business needs. ○ transmit information and skills to others through creative and persuasive writing skills; using a range of statistical techniques to analyse market trends and developments, current public relations performance and comparative market information. ○ take limited responsibility for the achievement of group outcomes in organising others in public relations projects. • Application of knowledge and skills: Graduates at this level will apply knowledge and skills to demonstrate autonomy, judgement and defined responsibility in known or changing contexts and within broad but established parameters such as: <ul style="list-style-type: none"> ○ developing and maintaining appropriate public relations strategies for utilising social media in public relations campaigns. ○ applying and developing an understanding of public relations in the context of a business environment including a risk management approach to project management. • Volume of Learning: The Diploma of Business (Public Relations) incorporates structured and unstructured learning. <ul style="list-style-type: none"> ○ Structured learning activities develop the knowledge and skills to operate as a Public Relations professional with well-developed PR writing and presentation skills for appropriate markets using technology and social media. ○ Unstructured learning activities are an integral part of the total training and include research, managing a variety of projects, self-directed learning activities and work experience to support course completion. ○ The volume of learning will be in the range of 1 to 2 years. <p>The 22525VIC Advanced Diploma of Business (Public Relations) is consistent with the <i>Australian Qualifications Framework 2nd Edition</i></p>
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January 2013 (AQF) specification for Advanced Diploma (Level 6) as follows:

- **Knowledge:** Graduates of an Advanced Diploma will have specialised and integrated technical and theoretical knowledge with depth within one or more fields of work and learning through a demonstrated understanding of public relations campaigns, communication strategies, project management, public relations practices, ethics, corporate social responsibility and governance. They will develop an in-depth understanding of the public relations industry in a business context and develop an understanding of client relationships and business networks.
- **Skills:** Graduates at this level will have a broad range of cognitive, technical and communication skills to select and apply methods and technologies to:
 - analyse information across a range of technical or management functions covering social media, strategy and planning and initiation of alternative approaches to skills or knowledge applications such as fund-raising campaigns or government lobbying
 - interpret and transmit solutions to unpredictable and sometimes complex problems through the analysis of information and concepts at an abstract level in the application of design principles and theories of communications to different markets
 - transmit information and skills to others, for example in relation to broad quantity and quality in team participation including teams concerned with planning and evaluating the effectiveness of public relations campaigns
 - demonstrate a command of wide-ranging, highly specialised technical, creative or conceptual skills in the design and development of user interfaces which form part of interactive media products based on visual communication principles
 - demonstrate accountability for personal outputs within broad parameters in participating in the development of fundraising or sponsorship campaign activities according to own responsibilities and according to the project brief
 - demonstrate accountability for personal and group outcomes within broad parameters in developing and coordinating the production of communications materials and corporate communication activities

	<ul style="list-style-type: none"> • Application of knowledge and skills: Graduates at this level will apply knowledge and skills to demonstrate autonomy, judgement and defined responsibility: <ul style="list-style-type: none"> ○ in contexts that are subject to change for example during the management of complex PR campaigns and multiple projects requiring a strategic planning and risk management approach. ○ within broad parameters to provide specialist advice and functions such as persuasive writing and design skills, applying concepts of communications to the use of traditional and social media and applying public relations theories and principles to achieve successful outcomes for clients. • Volume of Learning: The Advanced Diploma of Business (Public Relations) incorporates structured and unstructured learning. <ul style="list-style-type: none"> ○ Structured learning activities develop the knowledge and skills to operate as a Public Relations professional with the ability to undertake research, manage complex public relations campaigns, devise appropriate social media strategies, and build successful client relationships and business networks. ○ Unstructured learning activities are an integral part of the total training and include research, managing a variety of projects, self-directed learning activities and work experience to support course completion. ○ The volume of learning will be in the range of 1.5 to 2 years.
4.2. Employability skills	<p><i>Standard 4 AQTF Standards for Accredited Courses</i></p> <p>This qualification has been mapped to national employability skills. Refer to the following Employability Skills Summary</p>

Employability Skills Summary	
	
Qualification Code:	22524VIC
Qualification Title:	Diploma of Business (Public Relations)
<p>The following table contains a summary of the employability skills required for this qualification. This table should be interpreted in conjunction with the detailed requirements of each unit of competency packaged in this qualification. The Employability Skills facets described here are broad industry requirements that may vary depending on the packaging options.</p>	
Employability Skill	Industry/enterprise requirements for this qualification include the following facets:
Communication	<ul style="list-style-type: none"> • reading and interpreting business and market data • consulting with clients and stakeholders regarding product, service or idea requirements • communicating ideas of a message and conducting presentations in an informative and engaging manner • writing reports in a range of styles and for a range of audiences • answering questions, checking, clarifying and acknowledging suggestions relating to PR requirements
Teamwork	<ul style="list-style-type: none"> • sharing public relations related information with colleagues and clients • providing support for team members to ensure that the outcomes of the project and documented time lines are met • contributing to and monitoring team effectiveness to ensure staff achieve planning outcomes • liaising or working with a range of stakeholders to gather further information on communications requirements in the public relations/media communications context • working with a variety of stakeholders in order to achieve public relations project or activity objectives
Problem solving	<ul style="list-style-type: none"> • devising solutions to resolve clients' concerns • assessing and responding to challenges and risks around public relations campaigns at an operational management level • evaluating and measuring processes, plans and outcomes of projects

Initiative and enterprise	<ul style="list-style-type: none"> generating a range of options to develop products and services applying a range of innovative skills to generate creative communications materials
Planning and organising	<ul style="list-style-type: none"> using workplace business information system to assist in developing an organisation's marketing plan and to determine the current or potential future success of marketing strategies researching, collecting, organising and understanding information relating to the design and development of products and services developing timelines and action plan for project activities to maximise the efficiency and cost effectiveness of projects planning and organising to establish a campaign or equivalent within the public relations context
Self-management	<ul style="list-style-type: none"> taking responsibility for planning and organising own work priorities and completing assigned tasks establishing personal work goals and develop a personal work plan managing own time and priorities and deal with contingencies
Learning	<ul style="list-style-type: none"> developing knowledge of public relations industry products and services identifying and taking advantage of learning opportunities in the workplace using a range of medium to learn, e.g. mentoring, peer support and networking
Technology	<ul style="list-style-type: none"> using a range of office equipment and software to produce high quality public relations materials and presentations applying calculation and interpreting data to compare time lines and campaign costs against budgets using software to develop public relations campaign tools using a range of computer equipment, the internet and multimedia applications

Employability Skills Summary	
	
Qualification Code:	22525VIC
Qualification Title:	Advanced Diploma of Business (Public Relations)
<p>The following table contains a summary of the employability skills required for this qualification. This table should be interpreted in conjunction with the detailed requirements of each unit of competency packaged in this qualification. The Employability Skills facets described here are broad industry requirements that may vary depending on the packaging options.</p>	
Employability Skill	Industry/enterprise requirements for this qualification include the following facets:
Communication	<ul style="list-style-type: none"> • preparing briefs, integrated marketing communications and media plan • consulting with stakeholders regarding the products and service requirements • writing in a range of styles to suit different audiences • consulting, questioning, clarifying and evaluating information • researching, analysing and presenting information in written reports requiring precision of expression and language and structures suited to the intended audience • answering questions, checking, clarifying and acknowledging suggestions relating to PR requirements and taking appropriate action
Teamwork	<ul style="list-style-type: none"> • working with a range of internal and external stakeholders to achieve project objectives • supporting the team in identifying and resolving work performance problems • applying teamwork in a range of situations, particularly in safe work practices context
Problem solving	<ul style="list-style-type: none"> • evaluating and taking necessary corrective action regarding unresolved issues, concerns and problems raised by internal or external stakeholders • monitoring the effectiveness of public relations campaigns against performance measures and take appropriate action to resolve problems • negotiating and mediating to resolve problems of a difficult nature within organisational protocols

Initiative and enterprise	<ul style="list-style-type: none"> developing creative briefs generating a range of options in response to clients' requirements researching, designing and developing system and procedures to meet requirements of the project brief
Planning and organising	<ul style="list-style-type: none"> developing schedules for public relations campaign activities planning and managing projects in respect to timeline, cost, quality and resource management identifying and allocating resource requirements within budgetary constraints
Self-management	<ul style="list-style-type: none"> taking responsibility for planning and organising own work priorities and completing assigned tasks establishing realistic goals and targets for self-development working within organisational policies and procedures and legislative requirements
Learning	<ul style="list-style-type: none"> maintaining current knowledge of products and services identifying and taking advantage of learning opportunities within the organisation and externally
Technology	<ul style="list-style-type: none"> monitoring progress of public relations and advertising campaigns using online technologies for research and public relations purposes using electronic communication devices and processes such as internet, intranet, email to produce written correspondence and reports using digital social media responsibly in line with workplace policies, strategies and procedures
4.3. Recognition given to the course	<p><i>Standard 5 AQTF Standards for Accredited Courses</i></p> <p>Not applicable.</p>
4.4. Licensing/regulatory requirements	<p><i>Standard 5 AQTF Standards for Accredited Courses</i></p> <p>Not applicable.</p>

5. Course rules		<i>Standards 2, 6,7 and 9 AQTF Standards for Accredited Courses</i>			
5.1. Course structure					
22524VIC Diploma of Business (Public Relations) comprises 12 units as follows:					
<ul style="list-style-type: none"> • 8 core units; plus • 4 elective units selected from the list below. 					
Up to 2 elective units first packaged at this qualification level, Certificate IV or Advanced Diploma level, may be selected from any current accredited course or endorsed Training Package					
A Statement of Attainment will be issued for any unit of competency completed if the full qualification is not completed.					
22524VIC Diploma of Business (Public Relations)					
Unit of competency/ module code	Field of Education code (six- digit)	Unit of competency/module title	Pre- requisite	Nominal hours	
Core units:					
VU22807	080509	Use digital media for public relations	Nil	60	
BSBPUB401	080509	Develop and apply knowledge of public relations industry	Nil	80	
VU22812	080509	Plan and manage public relations strategies	Nil	50	
BSBPUB501	080509	Manage the public relations process	Nil	45	
BSBMKG419	080507	Analyse consumer behaviour	Nil	60	
BSBWRT501	080399	Write persuasive copy	Nil	50	
BSBPMG522	080315	Undertake project work	Nil	60	
ICTICT308	020117	Use advanced features of computer applications	Nil	40	
Diploma core hours				445	
Elective units:					
BSBMKG408	080505	Conduct market research	Nil	60	

ICTWEB418	020117	Use development software and ICT tools to build a basic website	Nil	20	
BSBMKG501	080505	Identify and evaluate marketing opportunities	Nil	70	
BSBINN502	080301	Build and sustain an innovative work environment	Nil	50	
BSBMKG507	080505	Interpret market trends and developments	Nil	50	
BSBMKG514	080505	Implement and monitor marketing activities	Nil	50	
BSBMKG510	080505	Plan e-marketing communications	Nil	20	
BSBCMM401	080399	Make a presentation	Nil	30	
CUAPPM410	080399	Coordinate continuity	Nil	30	
PSPGEN083	080509	Manage public affairs	Nil	70	
CUAPPR405	080399	Develop and discuss ideas for own creative work	Nil	60	
Elective Diploma nominal hours				100-260	
Total Diploma nominal hours				545-705	

22525VIC Advanced Diploma of Business (Public Relations)

22525VIC Advanced Diploma of Business (Public Relations) comprises 18 units in total as follows:

- 11 core units; plus
- 7 elective units selected from the list below.

Up to 2 elective units first packaged at Diploma level, this qualification level or higher may be selected from any current accredited course or endorsed Training Package.

A Statement of Attainment will be issued for any unit of competency completed if the full qualification is not completed.

Unit of competency/ module code	Field of Education code (6 digit)	Unit of competency/module title	Pre- requisite	Nominal hours	
Core units:					
VU22808	080509	Develop and apply social media strategy	Nil	70	
VU22809	080509	Research and apply the public relations role in an industry context	Nil	40	



VU22811	089999	Apply writing skills	Nil	50	
VU22813	080509	Apply understanding of media relations	Nil	50	
BSBPUB502	080509	Develop and manage complex public relations campaigns	Nil	50	
PUACOM004	080301	Manage organisational communication strategies	Nil	25	
PSPGEN046	080399	Undertake research and analysis	Nil	40	
BSBPUB504	080509	Develop and implement crisis management plans	Nil	40	
BSBPUB503	080509	Manage fundraising and sponsorship activities	Nil	50	
BSBMGT617	080301	Develop and implement a business plan	Nil	60	
BSBADV605	080507	Evaluate campaign effectiveness	Nil	60	
Total core hours				535	
Elective units:					
VU22810	080509	Apply corporate social responsibility to public relations	Nil	60	
BSBREL402	080301	Build client relationships and business networks	Nil	50	
CUADIG402	020111	Design user interfaces	Nil	50	
CUADIG403	020111	Create user interfaces	Nil	50	
BSBFIM501	080301	Manage budgets and financial plans	Nil	70	
BSBMGT605	080301	Provide leadership across an organisation	Nil	60	
BSBMKG502	080505	Establish and adjust the marketing mix	Nil	60	
BSBMKG608	080505	Develop organisational marketing objectives	Nil	60	
BSBPMG607	080315	Direct communications management of a project program	Nil	40	
CUADIG502	020111	Design digital applications	Nil	50	
BSBMKG412	080505	Conduct e-marketing communications	Nil	30	
PSPGEN070	080399	Persuade and influence opinion	Nil	50	
PSPGEN057	080399	Develop and use political nous	Nil	40	
BSBDIV803	080301	Develop cross-cultural communication and negotiation strategies	Nil	80	

PSPGEN083	080399	Manage public affairs	Nil	70	
Elective Advanced Diploma nominal hours				310-460	
Total Advanced Diploma nominal hours				845-995	

5.2. Entry requirements	<p><i>Standard 9 AQTF Standards for Accredited Courses</i></p> <p>22524VIC Diploma of Business (Public Relations)</p> <p>There are no entry requirements for 22524VIC Diploma of Business (Public Relations) although participants would be best equipped to achieve the course outcomes if they have the learning, reading, writing and oracy Core Skills to Level 4 of the Australian Core Skills Framework (ACSF).</p> <p>22525VIC Advanced Diploma of Business (Public Relations)</p> <p>The entry requirement for 22525VIC Advanced Diploma of Business (Public Relations) is the successful completion of, or demonstrated equivalence to, the following units of competency or their successors:</p> <ul style="list-style-type: none"> • BSBPUB401 Develop and apply knowledge of public relations industry • BSBPUB501 Manage the public relations process • VU22807 Use digital media for public relations • VU22812 Plan and manage public relations strategies • BSBMKG419 Analyse consumer behaviour • BSBWRT501 Write persuasive copy • BSBCMM401 Make a presentation • ICTICT308 Use advanced features of computer applications <p>Learners can meet the entry requirement through one or a combination of the following:</p> <ul style="list-style-type: none"> • Completing the units listed above • Demonstrating achievement of equivalent skills and knowledge through completion of other qualifications or units
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	<ul style="list-style-type: none"> • Demonstrating achievement through vocational experience / practice.
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6. Assessment	<i>Standards 10 and 12 AQTF Standards for Accredited Courses</i>
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6.1. Assessment strategy	<p><i>Standard 10 AQTF Standards for Accredited Courses</i></p> <p>All assessment, including Recognition of Prior Learning (RPL), must be compliant with the requirements of:</p> <ul style="list-style-type: none"> • Standard 1 of the AQTF: Essential Conditions and Standards for Initial/Continuing Registration and Guidelines 4.1 and 4.2 of the VRQA Guidelines for VET Providers, <p>or</p> <ul style="list-style-type: none"> • the Standards for Registered Training Organisations 2015 (SRTOs), <p>or</p> <p>the relevant standards and Guidelines for RTOs at the time of assessment.</p> <p>Assessment of imported units of competency from nationally endorsed training packages must comply with the assessment requirements detailed in the source training product.</p> <p>Imported units of competencies must be assessed according to the rules of the relevant Training Package.</p> <p>Assessment methods and collection of evidence will involve application of knowledge and skills to public relations workplaces or simulated environments.</p> <p>All assessment activities will be related to a public relations context.</p> <p>A range of assessment methods may be used, such as:</p>
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	<ul style="list-style-type: none"> • Project work • Written reports supported by practical assignments or tasks for individual assessment • Observation of workplace practice supported by personal interviews • Practical display with personal interview, presentations or documentation • Case studies. <p>The individual needs of the learner will be reflected in the assessment methods in both worksites and simulated environments.</p>
6.2. Assessor competencies	<p><i>Standard 12 AQTF Standards for Accredited Courses</i></p> <p>Assessment must be undertaken by a person or persons in accordance with:</p> <ul style="list-style-type: none"> • Standard 1.4 of the AQTF: Essential Conditions and Standards for Initial/Continuing Registration and Guidelines 3 of the VRQA Guidelines for VET Providers, <p>or</p> <ul style="list-style-type: none"> • the Standards for Registered Training Organisations 2015 (SRTOs), <p>or</p> <ul style="list-style-type: none"> • the relevant standards and Guidelines for RTOs at the time of assessment. <p>All assessment of units imported from Training Packages must reflect the requirements for assessors specified in the relevant source training product.</p>
7. Delivery	<p><i>Standards 11 and 12 AQTF Standards for Accredited Courses</i></p>
7.1. Delivery modes	<p><i>Standard 11 AQTF Standards for Accredited Courses</i></p> <p>Delivery of units of competency from the relevant Training Packages must be consistent with the guidelines of the relevant Training Package.</p> <p>Delivery of units of competency imported from Training Packages should be contextualised to the public relations industry sector, whilst ensuring that the overall intended outcome of the unit is maintained. The following rules apply for contextualisation:</p> <ul style="list-style-type: none"> – elements and associated performance criteria must not be altered in any way

	<ul style="list-style-type: none"> – the range statement may be expanded as long as it does not increase the complexity of the unit – the evidence guide may be expanded as long as it retains the integrity of the unit and does not jeopardise the student’s potential to achieve the competency – learning and assessment resources may be tailored to the specific needs of the target group, while maintaining their validity. <p>Delivery of units of competency will take into consideration the individual needs of students and may involve blended delivery mode including:</p> <ul style="list-style-type: none"> – workshops – individual assignments – team-based assignments – use of case studies – applied learning in the workplace or simulated public relations environment – multi-media presentations and classroom instruction – industry guest speakers – group discussion – work placement <p>Learners may be supported through: on-line (internet, social media, email and telephony); face-to-face conferencing, mentoring and interviews; ad hoc arrangements, and regular progress monitoring, particularly for practical work.</p> <p>The course may be delivered part-time or full-time.</p> <p>There is no mandatory workplace delivery.</p>
<p>7.2. Resources</p>	<p>Training must be undertaken by a person or persons in accordance with:</p> <ul style="list-style-type: none"> • Standard 1.4 of the AQTF: Essential Conditions and Standards for Initial/Continuing Registration and Guideline 3 of the VRQA Guidelines for VET Providers,

	<p>or</p> <ul style="list-style-type: none"> the <i>Standards for Registered Training Organisations 2015</i> (SRTOs), <p>or</p> <ul style="list-style-type: none"> the relevant standards and Guidelines for RTOs at the time of assessment. <p>Delivery and assessment materials should reflect the local work environment as far as possible.</p> <p>Refer to the individual units for specific tool and equipment requirements</p> <p>Trainers of nationally endorsed units of competency must meet any additional requirements specified in the relevant training product.</p>
<p>8. Pathways and articulation</p>	<p><i>Standard 8 AQTF Standards for Accredited Courses</i></p> <p>This qualification includes nationally endorsed units of competency. Participants who successfully complete any of these units will, upon enrolment, gain credit into other qualifications that require those same units.</p> <p>Likewise, participants who have successfully completed the nationally endorsed units of competency included in these qualifications will, upon enrolment into the Diploma of Business (Public Relations) and the Advanced Diploma of Business (Public Relations), gain credit for those same units.</p> <p>There are no formal articulation arrangements at present.</p>
<p>9. Ongoing monitoring and evaluation</p>	<p><i>Standard 13 AQTF Standards for Accredited Courses</i></p> <p>The Curriculum Maintenance Manager (CMM), Business Industries is responsible for monitoring and evaluation of the 22524VIC Diploma of Business (Public Relations) and 22525VIC Advanced Diploma of Business (Public Relations).</p> <p>The 22524VIC Diploma of Business (Public Relations) and 22525VIC Advanced Diploma of Business (Public Relations) will be reviewed at mid-point of accreditation period. Evaluations will involve consultation with:</p> <ul style="list-style-type: none"> course participants public relations industry representatives teaching staff

	<p>– assessors</p> <p>Any significant changes to the course resulting from course monitoring and evaluation procedures will be reported to the VRQA through a formal amendment process.</p>
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Appendix 1: Skills and Knowledge mapping

The following table shows the mapping of the key skills areas for public relations job roles, identified and confirmed by stakeholders and the Steering Committee, against suggested electives selected from nationally endorsed Training Packages and accredited qualifications. Where identified skills areas are not covered by existing Training Packages and accredited qualifications, new units of competency have been developed.

Knowledge and skill areas

Business relationships/networks

- Public relations / Public relations communications / Public affairs / Corporate communications / Integrated marketing communications / Digital media / Event management / Administration and communications
- Fundraising
- Media

Cross-platform writing

- Writing and editing
- Research and analysis

Influence, persuasion and maturity/critical thinking

- Generic skills (communication / interpersonal / organisational / team and relationship building)

Business imperatives/metrics

- Corporate social responsibility
- Financial management and budgeting
- Computer and information technology

Knowledge and skill areas	Mapped to endorsed/accredited units
Public relations	BSBPUB401 Develop and apply knowledge of public relations industry VU22812 Plan and manage public relations strategies BSBPUB501 Manage the public relations process BSBMKG501 Identify and evaluate marketing opportunities BSBMKG514 Implement and monitor marketing activities BSBMKG510 Plan e-marketing communications PUACOM004 Manage organisational communication strategies

	<p>BSBPUB502 Develop and manage complex public relations campaigns</p> <p>PSPGEN083 Manage public affairs</p> <p>BSBMKG502 Establish and adjust the marketing mix</p> <p>BSBMKG412 Conduct e-marketing communications</p> <p>PSPGEN070 Persuade and influence opinion</p> <p>VU22809 Research and apply the public relation role in an industry context</p> <p>VU22810 Apply corporate social responsibility to public relations</p> <p>PSPGEN057 Develop and use political nous</p> <p>PSPGEN070 Persuade and influence opinion</p> <p>PSPGEN083 Manage public affairs</p>
Fundraising	BSBPUB503 Manage fundraising and sponsorship activities
Media including traditional and new media	<p>VU22807 Use digital media for public relations</p> <p>VU22808 Develop and apply social media strategy</p> <p>VU22813 Apply understanding of media relations</p> <p>BSBADV605 Evaluate campaign effectiveness</p>
Writing and editing	<p>VU22811 Apply writing skills</p> <p>BSBPUB501 Manage the public relations process</p> <p>BSBWRT501 Write persuasive copy</p>
Research and analysis	<p>BSBMKG419 Analyse consumer behaviour</p> <p>BSBMKG408 Conduct market research</p> <p>BSBMKG507 Interpret market trends and developments</p> <p>PSPGEN046 Undertake research and analysis</p>
Generic skills including communication /interpersonal/organisational /team and relationship building	<p>BSBPMG522 Undertake project work</p> <p>BSBREL402 Build client relationships and business networks</p> <p>BSBMGT617 Develop and implement a business plan</p> <p>BSBPMG607 Direct communications management of a project program</p>
Corporate social responsibility	<p>VU22808 Develop and apply social media strategy</p> <p>BSBPUB504 Develop and implement crisis management plans</p>
Financial management and budgeting	BSBFIM501 Manage budgets and financial plans

Computer and information technology	BSBCMM401 Make a presentation ICTICT308 Use advanced features of computer applications ICTWEB418 Use development software and ICT tools to build a basic website CUADIG402 Design user interfaces CUADIG403 Create user interfaces CUADIG502 Design digital applications
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Section C—Units of competency

The following units of competency have been developed for the course and are attached:

VU22807 Use digital media for public relations

VU22808 Develop and apply social media strategy

VU22809 Research and apply the public relations role in an industry context

VU22810 Apply corporate social responsibility to public relations

VU22811 Apply writing skills

VU22812 Plan and manage public relations strategies

VU22813 Apply understanding of media relations

The following units of competency:

- BSBCMM401 Make a presentation
- BSBFIM501 Manage budgets and financial plans
- BSBINN502 Build and sustain an innovative work environment
- BSBMGT617 Develop and implement a business plan
- BSBMKG408 Conduct market research
- BSBMKG412 Conduct e-marketing communications
- BSBMKG501 Identify and evaluate marketing opportunities
- BSBMKG502 Establish and adjust the marketing mix
- BSBMKG507 Interpret market trends and developments
- BSBMKG510 Plan e-marketing communications
- BSBADV605 Evaluate campaign effectiveness
- BSBPMG522 Undertake project work
- BSBPMG607 Direct communications management of a project program
- BSBPUB401 Develop and apply knowledge of public relations industry
- BSBPUB501 Manage the public relations process
- BSBPUB502 Develop and manage complex public relations campaigns
- BSBMKG514 Implement and monitor marketing activities
- BSBPUB503 Manage fundraising and sponsorship activities
- BSBPUB504 Develop and implement crisis management plans
- BSBREL402 Build client relationships and business networks
- BSBWRT501 Write persuasive copy

- BSBMKG419 Analyse consumer behaviour
- BSBMGT605 Provide leadership across an organisation
- BSBMKG608 Develop organisational marketing objectives
- BSBDIV803 Develop cross-cultural communication and negotiation strategies

are from the BSB Business Services Training Package administered by the Commonwealth of Australia. © Commonwealth of Australia.

The following units of competency:

- CUADIG402 Design user interfaces
- CUADIG403 Create user interfaces
- CUADIG502 Design digital applications
- CUAPPM410 Coordinate continuity
- CUAPPR405 Develop and discuss ideas for own creative work

are from the CUA Creative arts and Culture Training Package administered by the Commonwealth of Australia. © Commonwealth of Australia.

The following units of competency:

- ICTICT308 Use advanced features of computer applications
- ICTWEB418 Use development software and ICT tools to build a basic website

are from the ICT Information and Communications Technology Training Package administered by the Commonwealth of Australia. © Commonwealth of Australia.

The following units of competency:

- PSPGEN046 Undertake research and analysis
- PSPGEN070 Persuade and influence opinion
- PSPGEN083 Manage public affairs
- PSPGEN057 Develop and use political nous

are from the PSP Public Sector Training Package administered by the Commonwealth of Australia. © Commonwealth of Australia.

The following unit of competency:

- PUACOM004 Manage organisational communication strategies

is from the PUA00 Public Safety Training package administered by the Commonwealth of Australia. © Commonwealth of Australia.

VU22807 Use digital media for public relations**Unit Descriptor**

This unit describes the performance outcomes, skills and knowledge required to use digital media in public relations activity to engage globally. It includes establishing and maintaining a social networking presence using digital media tools and applications and arranging for the training of other personnel in the use of media.

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

Employability Skills

This unit contains Employability Skills.

Application of the Unit

This unit applies to managers, team leaders or senior personnel who take a leadership position in using digital media to conduct business in public relations. An understanding of digital media tools and applications is required.

The unit may relate to a small to medium size organisation or a significant business unit within a large enterprise.

ELEMENT

Elements describe the essential outcomes of a unit of competency.

PERFORMANCE CRITERIA

Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

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|--|---|
| 1. Analyse appropriate digital media for public relations activities | 1.1 Analyse and evaluate <i>media networking requirements</i> to determine the <i>most suitable digital media</i> for the public relations activity. |
| | 1.2 Research and present documentation on <i>current legislation</i> for use of digital and social media protocols, <i>policies</i> and <i>risks</i> . |
| 2. Implement appropriate media for public relations activities | 2.1 Communicate media selection and intended use to relevant personnel, including non-technical personnel and confirm understanding to ensure consistency of interpretation and application in public relations activities. |
| | 2.2 Establish and implement cross-cultural communication protocols based on tolerance and sensitivity. |
| | 2.3 Establish and implement social media interface using <i>text and file content</i> . |
| | 2.4 Test and evaluate tools and applications for <i>ease of use</i> and facilitating networking interaction. |

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|-----|---|---|-----|--|-----|---|-----|---|
| | 2.5 | Establish evaluation criteria to measure the effectiveness of the implementation of the selected media technologies. | | | | | | |
| | 2.6 | Explain digital media usage protocols and convey potential consequences of non-compliance. | | | | | | |
| | 2.7 | Incorporate regular maintenance and monitoring of usage and establish a reporting process for media use refinement. | | | | | | |
| 3. | Review and evaluate digital media practices | <table border="0"> <tr> <td>3.1</td> <td>Review media usage process to ensure compliance with legislative and organisational policies and procedures.</td> </tr> <tr> <td>3.2</td> <td>Propose strategies for resolving non-compliant factors of media use and cultural insensitivities which may impede internal or global practices.</td> </tr> <tr> <td>3.3</td> <td>Complete documentation and make recommendations for improvements where appropriate.</td> </tr> </table> | 3.1 | Review media usage process to ensure compliance with legislative and organisational policies and procedures. | 3.2 | Propose strategies for resolving non-compliant factors of media use and cultural insensitivities which may impede internal or global practices. | 3.3 | Complete documentation and make recommendations for improvements where appropriate. |
| 3.1 | Review media usage process to ensure compliance with legislative and organisational policies and procedures. | | | | | | | |
| 3.2 | Propose strategies for resolving non-compliant factors of media use and cultural insensitivities which may impede internal or global practices. | | | | | | | |
| 3.3 | Complete documentation and make recommendations for improvements where appropriate. | | | | | | | |

REQUIRED SKILLS AND KNOWLEDGE

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

Required Skills

- Language and literacy skills to:
 - read, interpret and communicate legislation, regulations, policies, procedures and guidelines relating to the use of media
 - communicate impartially and diplomatically with diverse stakeholders
 - convey technical information to non-technical personnel
- interpersonal skills to:
 - consult and provide advice
 - conduct business in a cross-culturally sensitive manner
- technical skills to:
 - use digital media networking sites
 - upload images and files

Required Knowledge

- basic technical terminology in relation to social networking and digital media applications and tools
- features and functions of digital media applications
- import and export software functions
- linking documents

- digital media applications and procedures for connecting to social networking sites
- use of input and output devices
- use of RSS feeds to connect a social network
- business ethics
- legislation and ethics that impact upon media use
- consequences of non-compliance with media use legislation and ethics

RANGE STATEMENT

*The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. **Bold italicised** wording in the Performance Criteria is detailed below. Add any essential operating conditions that may be present with training and assessment depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts.*

Media networking requirements may include:

- public relation activity:
 - audience targeting
 - messaging
 - social media marketing
- web applications that facilitate:
 - information sharing
 - interoperability
 - user-centred design

Most suitable digital media may include:

- blogs, wikis
- social media
- twitter
- video sharing sites
- web applications
- content management systems (CMS)
- distributed online forums
- game-based platforms
- learning management systems (LMS)
- rating and comments systems, such as YouTube
- virtual and immersive online platforms.
- traditional networks, including:
 - voice on the telephone network
 - data on computer networks
 - video teleconferencing

- o cable networks
- Broadband Integrated Services Digital Network (B-ISDN).
- Charter of Human Rights and Responsibilities Act (Victoria)
- Copyright Act
- Australian Consumer Law
- Privacy Act (Commonwealth)
- Spam Act
- Defamation Act

Current legislation may include:

Please note: It is possible that over the five year accreditation period of this document, some legislation may become superseded. Teachers are encouraged to check the currency of legislation cited in this course at:

Federal Register of Legislation: <https://www.legislation.gov.au/>

Policies may include:

- codes of practice
- ethical principles
- social responsibilities

Risks may include:

- compliance failures including:
 - o .copyright
 - o .privacy
- safety issues
- security breaches
- privacy breaches

Text and file content may include:

- applications
- audio
- graphics
- text
- web, including

Ease of use may include:

- affordability
- desirable features for an online presence:
 - o bulletin boards
 - o direct mailing to customers
 - o online forums
 - o selling of products online

- ease of communications
- flexibility for placement of text, links and images
- reasons for an external online presence:
 - communication with potential customers
 - promotion of products and services
 - recruitment of volunteers and new personnel
- reasons for an internal online presence:
 - staff communications
 - public relations connectivity activity
 - display of achievements
- reliability
- set-up ease

Digital Media usage protocols may include:

- acceptable use policies
- code of conduct
- digital citizenship
- netiquette
- security threats to data and information

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the Performance Criteria, Required Skills and Knowledge, Range Statement and the Assessment Strategies of this qualification.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence gathered should be related to:

- knowledge of contemporary digital media, tools and application in a public relations environment
- analysis of media solutions for a public relations environment
- set up of a networking presence and upload of appropriate information
- cultural sensitivity in digital media use
- communicating media use issues with relevant personal.

Context of and specific resources for assessment

- Assessment of performance requirements in this unit should be undertaken within the context of public relations. Competency is demonstrated by performance of all stated criteria.
- Participants may gain relevant experiential learning and assessment opportunities in formal, distance or workplace facilities, under supervision or mentoring. All participants may take advantage of electronic media to generate and submit

reports or presentations to support each performance criterion either individually or holistically.

- Assessors should consider the assessment of salient knowledge, skills and content understanding through specific or combined electronic media, workplace contact or mentoring.

The responsibility for valid workplace assessment lies with the training provider through its designated supervisor/mentor. Work placement in a communications business could be considered.

Method of assessment

- Project work
- Written reports supported by practical assignments or tasks for individual assessment
- Observation of workplace practice supported by personal interviews
- Practical display with personal interview, presentations or documentation
- Case studies.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

VU22808 Develop and apply social media strategy**Unit Descriptor**

This unit describes the performance outcomes, skills and knowledge required to apply knowledge of social media in a planning and strategic context. It includes planning for the establishment and maintenance of a social networking strategy.

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

Employability Skills

This unit contains Employability Skills.

Application of the Unit

This unit applies to managers, team leaders or senior personnel who take a leadership position in using media to conduct business in public relations. An understanding of media tools, applications and capability is required.

The unit may relate to a small to medium size organisation or a significant business unit within a large enterprise.

ELEMENT

Elements describe the essential outcomes of a unit of competency.

PERFORMANCE CRITERIA

Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

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| 1. Plan the use social media for public relations activity | <p>1.1 Analyse and evaluate the <i>public relations activity</i> to determine the most appropriate <i>use of social media</i>.</p> <p>1.2 Align the use of social media with organisational goals and objectives and make a <i>strategic case</i> for its use.</p> <p>1.3 Research and present documentation on the <i>current legislation</i> for use of social media protocols, <i>policies</i> and <i>risks</i>.</p> |
| 2. Implement and evaluate the use of social media for public relations practices | <p>2.1 Communicate social media selection and its uses to relevant personnel, including non-technical personnel and confirm understanding to ensure consistency of interpretation and application in public relations activities.</p> <p>2.2 Establish evaluation criteria to measure the effectiveness of the implementation of social media in public relation practices.</p> <p>2.3 Evaluate and adhere to <i>social media usage protocols</i> and convey potential internal and external consequences of non-compliance to relevant personnel.</p> <p>2.4 Incorporate regular maintenance and monitoring of usage and establish a reporting process for social media use refinement.</p> |

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| 3. | Review and evaluate social media practices | 3.1 | Review social media usage process to ensure compliance with legislative and organisational policies and procedures. |
| | | 3.2 | Propose strategies for resolving non-compliant factors of social media use within organisation. |
| | | 3.3 | Document social media usage patterns and make recommendations for improvements where appropriate. |

REQUIRED SKILLS AND KNOWLEDGE

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

Required Skills

- language and literacy skills to:
 - read, interpret and communicate legislation, regulations, policies, procedures and guidelines relating to the use of media
 - communicate impartially and diplomatically with diverse stakeholders
 - convey technical information to non-technical personnel
- interpersonal skills to:
 - consult and provide advice
- technical skills to:
 - analyse the use social networking sites

Required Knowledge

- basic technical terminology in relation to social networking and social media applications and tools
- features and functions of social media applications
- social media applications and procedures for connecting to social networking sites
- business ethics
- legislation and ethics that impact upon media use
- consequences of non-compliance with media use legislation and ethics
- training methods for media usage

RANGE STATEMENT

The Range Statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the performance criteria is detailed below.

- Public relations activity*** may include:
- launch of events
 - media release
 - media conference

- sales
- promotions
- websites
- press release
- open day
- newsletters
- sponsored events

Use of social media may include:

- type of social media, i.e. whether to solicit “likes” or “comments”
- type of platform to be used, e.g.:
 - face book
 - linked-in
 - flickr
 - twitter
 - image sharing and messaging sites
 - video sharing sites
 - social blogging

Strategic case may include:

- business strategy
- influencing customers and stakeholders
- risk minimisation
- crisis management
- customer loyalty
- stakeholder engagement
- customer engagement

Current legislation may include:

- Charter of Human Rights and Responsibilities
- Copyright Act
- Privacy Act
- Spam Act

Please note: It is possible that over the five year accreditation period of this document, some legislation may become superseded. Teachers are encouraged to check the currency of legislation cited in this course at:

Federal Register of Legislation: <https://www.legislation.gov.au/>

Policies may include:

- codes of practice
- ethical principles
- social responsibilities
- safety issues

Risks may include:

- compliance failures including:
 - .copyright
 - .privacy
- safety issues
- security breaches
- fake identities
- privacy breaches

Social media usage protocols may include:

- acceptable use policies
- code of conduct
- digital citizenship
- netiquette
- security threats to data and information

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the Performance Criteria, Required Skills and Knowledge, Range Statement and the Assessment Strategies of this qualification.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence gathered should be related to:

- the application of the role of social media in a public relations environment
- the analysis of social media solutions for a public relations activity
- knowledge of social media applications.

Context of and specific resources for assessment

- Assessment of performance requirements in this unit should be undertaken within the context of public relations. Competency is demonstrated by performance of all stated criteria.
- Participants may gain relevant experiential learning and assessment opportunities in formal, distance or workplace facilities, under supervision or mentoring. All participants may take advantage of electronic media to generate and submit reports or presentations to support each performance criterion either individually or holistically.

- Assessors should consider the assessment of salient knowledge, skills and content understanding through specific or combined electronic media, workplace contact or mentoring.
- The responsibility for valid workplace assessment lies with the training provider through its designated supervisor/mentor. Work placement in a communications business could be considered.

Method of assessment

- Project work
- Written reports supported by practical assignments or tasks for individual assessment
- Observation of workplace practice supported by personal interviews
- Practical display with personal interview, presentations or documentation
- Case studies.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

VU22809 Research and apply public relations role in an industry context

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to research, analyse, increase and update knowledge pertaining to the public relations role in industry. It includes knowledge of and a practical application of public relations activity for cross industry purposes, such as strategies for realising identified business initiatives. This unit also focuses on how changing technology impacts upon public relations.

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

Employability Skills

This unit contains Employability Skills.

Application of the Unit

This unit applies to managers, team leaders or senior personnel who take a leadership position in public relations. The unit may relate to senior personnel who are new to the public relations sector. It applies to medium size organisation or a significant business unit within a large enterprise.

ELEMENT

Elements describe the essential outcomes of a unit of competency.

1. Research and apply public relations industry information

PERFORMANCE CRITERIA

Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

- 1.1 Research, access and assess a range of issues relevant to employment in the public relations industry, including applicable ***ethics and legislation***, the different type of ***public relations activity*** and ***WHS requirements***.
- 1.2 Research sectors in relevant industries for trends that may yield viable business opportunities in public relations and identify ***key organisations*** able to provide information and assist individuals and enterprises.
- 1.3 Identify and ***analyse information*** on different sectors of the industry, their relationships and the products and services available in each sector.
- 1.4 Obtain information on ***career pathways and opportunities*** and ***employment rights*** to assist effective work performance within the public relations industry sector.
- 1.5 Apply information gathered and analysed by presenting a précis of the role public relations plays in your organisation.

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| 2. Seek and apply information on the use of technology in public relations | 2.1 | Ascertain effective use of <i>technology in public relations</i> . |
| | 2.2 | Reflect upon how new technology has changed the operational processes in the public relations industry. |
| | 2.3 | Apply information gathered and analysed by presenting a précis of how effective use of new and existing technology can be utilised to improve public relations in your organisation. |
| 3. Update public relations role in an industry context | 3.1 | Apply formal and informal processes continually to update general knowledge of the public relations industry and how it services other industries. |
| | 3.2 | Research legal, environmental and <i>social implications</i> of public relations initiatives via staff consultation and case study analysis and present possible improvements to relevant personnel. |
| | 3.3 | Share updated knowledge with customers and colleagues as appropriate and incorporate information into day-to-day work activities. |

REQUIRED SKILLS AND KNOWLEDGE

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

Required Skills

- language and literacy skills to:
 - read, interpret and communicate legislation, regulations, policies, procedures and guidelines relating to public relations
 - communicate impartially and diplomatically with diverse stakeholders, including conducting open discussions
 - ascertain key requirements of the public relations industry sector
- research techniques to draw together key information
- analytical skills to:
 - evaluate information that is relevant to the public relations industry
 - monitor work process to identify possible improvements in public relations processes
- problem solving skills to identify and resolve problems in a timely manner
- interpersonal skills to:
 - consult and share knowledge
 - liaise with a range of industry personnel
- technical skills to:
 - adapt to new technology

Required Knowledge

- analysis methods and tools
- public relations work processes
- key organisations involved in organisational public relations activity
- technology utilised in public relations activity
- employment rights and obligation in the public relations industry
- career opportunities in public relations
- WHS principles and responsibilities for ergonomics, including work periods and breaks
- business ethics
- legislation and ethics that impact upon public relations

RANGE STATEMENT

The Range Statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the performance criteria is detailed below.

Ethics and legislation may include:

- Charter of Human Rights and Responsibilities
- Copyright Act
- Privacy Act
- Spam Act
- codes of practice
- ethical principles, relating to:
 - integrity
 - open communication
 - confidentiality
 - avoiding conflicts of interest
 - transparency
 - competence
- copyright
- social responsibilities
- safety issues
- security breaches
- privacy breaches
- State and Commonwealth legislation, relating to:
 - consumer protection
 - equal employment opportunity

- o anti-discrimination
- o workplace relations

Please note: It is possible that over the five year accreditation period of this document, some legislation may become superseded. Teachers are encouraged to check the currency of legislation cited in this course at:

Federal Register of Legislation: <https://www.legislation.gov.au/>

Public relations activity may include:

- launches
- media conferences
- sales promotions
- product and/or service promotions
- product testing
- websites
- press release
- newsletters

WHS requirements may include:

- correct use of workplace systems
- appropriate workstations and work areas
- physical and psychosocial work environments
- shift work and general work rosters
- WHS management systems
- plant, equipment and tools, including their specification and acquisition
- policies on bullying
- eliminating hazardous physical and/or mental workloads
- lighting
- noise and infrasound
- psychosocial hazards
- work stress
- workplace layout hazards
- maintenance processes and procedures.

- Key organisations** may include:
- associations/bodies
 - community organisations
 - government authorities
 - professional associations
- Analyse information** may include:
- use of tools such as:
 - affinity diagrams
 - competition matrix
 - mind maps
 - risk assessment
 - SWOT
 - Value chain industry
- Career pathways and opportunities** may include:
- industry and cross industry opportunities
 - free-lance opportunities
 - suitable training/qualifications
 - recognition of prior learning (RPL)
 - international opportunities
 - work experience and exchange opportunities
 - workplace skills assessment
- Employment rights** may include:
- privacy
 - safety and care with respect to WHS requirements
 - protection from discrimination and sexual harassment.
- Technology in public relations** may include:
- blogs, wikis
 - social media
 - video sharing sites
 - web applications
 - content management systems (CMS)
 - distributed online forums
 - game-based platforms
 - learning management systems (LMS)
 - rating and comments systems, such as YouTube
 - virtual and immersive online platforms.
 - traditional networks

- Broadband Integrated Services Digital Network (B-ISDN).
 - computer equipment
- Social implications** may include:
- ethical dilemmas or issues
 - unintended social consequences
 - costs

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the Performance Criteria, Required Skills and Knowledge, Range Statement and the Assessment Strategies of this qualification.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence gathered should be related to:

- knowledge of public relations information sources and key functions
- knowledge of research techniques and analytical methods
- analysis of public relations in an organisational context
- analysis of the use of technology (including new technology) in public relations
- ability to research, analyse and monitor practices in public relations with a view to introducing improvements
- ability to share information about public relations with customers and colleagues.

Context of and specific resources for assessment

- Assessment of performance requirements in this unit should be undertaken within the context of public relations. Competency is demonstrated by performance of all stated criteria.
- Participants may gain relevant experiential learning and assessment opportunities in formal, distance or workplace facilities, under supervision or mentoring. All participants may take advantage of electronic media to generate and submit reports or presentations to support each performance criterion either individually or holistically.
- Assessors should consider the assessment of salient knowledge, skills and content understanding through specific or combined electronic media, workplace contact or mentoring.
- The responsibility for valid workplace assessment lies with the training provider through its designated supervisor/mentor. Work placement in a communications business could be considered.

Method of assessment

- Project work
- Written reports supported by practical assignments or tasks for individual assessment

- Observation of workplace practice supported by personal interviews
- Practical display with personal interview, presentations or documentation
- Case studies.

**Guidance information
for assessment**

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

VU22810 Apply corporate social responsibility to public relations

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to apply corporate, social responsibility (CSR) to public relations (PR) policy, i.e. planning for and communicating the establishment and maintenance of resource efficient and environmentally sustainable work practices. It includes developing and implementing policies and procedures to continuously support positive organisational initiatives through its activities on the environment, consumers, employees, communities, stakeholders and all impacted members of the public sphere.

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

Employability Skills

This unit contains Employability Skills.

Application of the Unit

This unit applies to managers and leaders with responsibility for developing approaches to create strategies within workplaces, including the application of policy. This unit supports processes and techniques necessary to develop approaches to CSR within organisations for PR purposes.

The unit may relate to a small to medium size organisation or a significant business unit within a large enterprise.

ELEMENT

Elements describe the essential outcomes of a unit of competency.

PERFORMANCE CRITERIA

Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

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| <p>1. Explore how CSR applies to workplace PR strategies</p> | <p>1.1 Identify opportunities to apply <i>CSR policy</i> to appropriate PR strategies.</p> <p>1.2 Identify and consult <i>stakeholders</i> as a key component of policy development process.</p> <p>1.3 Incorporate <i>strategies</i> for minimising resource use, reductions in toxic material and hazardous chemical use, and employment of lifecycle management approaches at all stages of work.</p> <p>1.4 Develop a policy that reflects the organisation's commitment to CSR as an integral part of PR business planning and as a business opportunity.</p> |
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| 2. Make recommendations on CSR application to PR policy | 2.1 | Make recommendations for policy options based on likely effectiveness, triple bottom line , timeframes and cost. |
| | 2.2 | Promote the CSR policy and its expected outcome to key PR stakeholders. |
| | 2.3 | Assign responsibilities and inform those involved in implementing the policy of expected outcomes and activities to be undertaken. |
| 3. Apply the policy | 3.1 | Implement strategies for continuous improvement in resource efficiency and business ethics to PR activity. |
| | 3.2 | Establish and assign record systems for tracking continuous improvements in CSR approaches. |
| 4. Evaluate CSR policy | 4.1 | Document outcomes and provide feedback to key PR personnel and stakeholders. |
| | 4.2 | Analyse CSR policy and document successful aspects and possible improvements. |
| | 4.3 | Monitor records to identify trends that may require remedial action and use records to promote continuous improvement to CSR performance. |
| | 4.4 | Modify CSR policies and procedures in accordance with organisational requirements. |

REQUIRED SKILLS AND KNOWLEDGE

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

Required Skills

- effective management of different points of view and dissenting stakeholders
- communication skills to:
 - enable clear and direct communication, using questioning to identify and confirm requirements, share information, listen and understand
 - read and interpret complex and formal documents, such as policy and legislation
 - suit different audiences and support information flow between various internal and external stakeholders, using language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- written communication skills to prepare written reports requiring:

- precision of expression
- language and structures suited to the intended audience
- innovation and problem solving skills to:
 - analyse issues from many points of view
 - think laterally
 - apply knowledge about policy to devise policies and procedures around impact upon the environment, consumer practices, employee behaviour, energy usage and resource efficiency and new technologies
 - identify improvements and customer service
- research, analyse and present information and techniques
- team work for consultation and validation of policies and procedures
- technology skills for use of software systems, communication, and creating documents and reports

Required Knowledge

- the business case for CSR and how it applies to PR practices
- benchmarking against best practice approaches and support for new approaches
- best practice approaches relevant to industry and work area
- environmental or sustainability legislation, regulations, compliance and codes of practice applicable to industry and organisation
- policy development processes and practices and other relevant organisational policies, procedures and protocols
- principles, practices and available products, tools, technology and techniques of sustainability management relevant to the particular industry context
- quality assurance systems relevant to own organisation
- relevant products, technology, systems and procedures to aid in the achievement of an effective CSR policy in the workplace
- sustainability and triple bottom line principles and concepts

RANGE STATEMENT

The Range Statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the performance criteria is detailed below.

- CSR policy*** may include:
- addressing sustainable development initiatives through reference to standards, guidelines and approaches, such as:
 - federal government standards
 - ecological foot printing

- Energy Efficiency Opportunities Bills
- global reporting initiative
- green purchasing programs to purchase sustainable products
- greenhouse challenge
- addressing corporate responsibility:
 - financial
 - environmental
 - social
- the triple bottom line:
 - people
 - planet
 - profit
 - reporting
- compliance with:
 - ISO 26000 – the international standard for CSR
 - lifecycle thinking
 - product stewardship
 - sustainability action plans or frameworks
 - sustainability covenants and compacts
 - relevant Acts, laws, by-laws and regulations or best practice
 - reporting breaches
- supply chain management to influence suppliers to take up sustainability approaches
- integrated approach to corporate sustainability that includes environmental, economic and social aspects
- investigation of the particular business and market context of the industry or organisation
- international/federal/state and territory
- parts of the organisation to which it is to apply, including whether it is for the whole organisation, one site, one work area or combinations of these
- workplace management and maturity of policy, i.e.:
 - defensive – not taking responsibility

- o compliance – doing what is lawful
- o strategic – taking action for competitive advantage
- o civil – multi-stakeholder partnerships for promoting CSR.

Stakeholders may include

- clients
- employees at all levels
- government
- investors
- key personnel within the organisation
- affiliated individuals or specialists who may have technical expertise
- local community
- other organisations

Strategies may include:

- efficient use of resources, energy and water
- installation of efficient appliances, techniques and recommendations for consumer use and opportunities
- maximising the use of recycled, renewable, reusable and reclaimed resource opportunities
- preventing and minimising risks and maximising opportunities for business and stakeholders

Triple bottom line may include:

- people – fair and beneficial business practices toward:
 - o labour
 - o the community
 - o region where the organisation conducts its business
- planet – sustainable environmental practices
- profit – the economic value created by the organisation after deducting the cost of all inputs, including the cost of capital tied up.
- reporting – organisational accounting methodology that incorporates all of the above to measure performance.

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the Performance Criteria, Required Skills and Knowledge, Range Statement and the Assessment Strategies of this qualification.



Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence gathered should be related to:

- the application of organisational policy for CSR to PR activity, ensuring that application methods comply with legislative requirements and contain an implementation strategy that shows a measurable improvement using chosen CSR indicators
- the review of CSR policy after implementation
- communicating with relevant stakeholders
- gathering information from a number of sources (including regulatory sources, relevant personnel and organisational specifications) to plan and develop policies
- the development of monitoring policies for evaluating data on organisational CSR practices
- use of word processing and other basic software to interpret charts, flowcharts, graphs and other visual data and information and to write reports.

Context of and specific resources for assessment

- Assessment of performance requirements in this unit should be undertaken within the context of public relations. Competency is demonstrated by performance of all stated criteria. Participants may gain relevant experiential learning and assessment opportunities in formal, distance or workplace facilities, under supervision or mentoring.
- Assessors should consider the assessment of salient knowledge, skills and content understanding through specific or combined electronic media, workplace contact or mentoring. All participants may take advantage of electronic media to generate and submit reports or presentations to support each performance criterion either individually or holistically.
- The responsibility for valid workplace assessment lies with the training provider through its designated supervisor/mentor. Work placement in a communications business could be considered.

Method of assessment

- Project work
- Written reports supported by practical assignments or tasks for individual assessment
- Observation of workplace practice supported by personal interviews
- Practical display with personal interview, presentations or documentation
- Case studies.



Guidance information for assessment Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

VU22811 Apply writing skills

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required put a concept in writing. It includes writing documents, emails or reports in the required format.

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

Employability Skills

This unit contains Employability Skills.

Application of the Unit

This unit applies to candidates who apply writing techniques in a range of forms.

The unit may relate to a small to medium or large organisations.

ELEMENT

Elements describe the essential outcomes of a unit of competency.

PERFORMANCE CRITERIA

Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

1. Identify writing requirements	1.1 Identify the purpose of the written material and its intended audience. 1.2 Determine the <i>genre</i> , structure and style required in accordance with organisational needs and its intended audience. 1.3 Gather information that will assist to write the required <i>text</i> . 1.4 Determine the <i>technical writing</i> and <i>tool requirements</i> in accordance with the required purpose.
2. Apply relevant writing techniques	2.1 Plan writing tasks to reflect concept requirements and available resources. 2.2 Organise writing tasks in a timely manner to meet organisational deadlines. 2.3 Check work station to ensure safe work processes including addressing ergonomic requirements when writing.

- 2.4 Draft written material in accordance with the technical requirements, the intended audience and the concept's narrative or the sequence of ideas.
3. Finalise written material
 - 3.1 Examine the written material to ensure that its meaning is clear and that the language and style is appropriate to its purpose.
 - 3.2 Check the grammar and spelling of the written material and correct any mistakes.
 - 3.3 Address any potential copyright and intellectual property requirements.

REQUIRED SKILLS AND KNOWLEDGE

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

Required Skills

- language and literacy skills to:
 - read, comprehend, decipher and gather appropriate material that will assist in writing tasks
 - prepare written material in the required format addressing the required concepts
 - perform editing techniques to refine the work
- research skills to:
 - gather appropriate information
 - identify key issues for written text
- time-management skills to plan and prioritise work
- adhering to work station OHS/WHS requirements

Required Knowledge

- writing techniques for a range of writing media that their applications
- organisational writing style requirements
- legal obligations to comply with:
 - copyright
 - intellectual property requirements
 - privacy laws and conventions
- OHS/WHS requirements pertaining to work station setup

RANGE STATEMENT

The Range Statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the performance criteria is detailed below.

Genre may include:

- style of communication
- category of literary composition including:
 - tone
 - content
 - length

Text may include:

- document
- email
- report
- blog
- checklist

Technical writing may include:

- policy/organisational procedures/standard operating procedures
- emails, letters and memoranda
- press releases
- tenders
- specifications
- resumes and job applications
- white papers
- websites
- data sheets

Tool requirements may include:

- desktop publishing tools
- word processors
- help authoring tools
- image editing software
- web development tools
- graphing software

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the Performance Criteria, Required Skills and Knowledge, Range Statement and the Assessment Strategies of this qualification.



Critical aspects for assessment and evidence required to demonstrate competency in this unit	<p>Evidence gathered is to be related to:</p> <ul style="list-style-type: none"> • identifying writing, tool style and structure requirements • writing in a style that is appropriate to its purpose and its intended audience • editing writing material to correct errors and ensure it meets its purpose • knowledge of organisational writing style requirements.
Context of and specific resources for assessment	<ul style="list-style-type: none"> • Competency is demonstrated by performance of all stated criteria, including Range Statements applicable to the workplace environment. • Participants may gain relevant experiential learning and assessment opportunities in formal, distance or workplace facilities, under supervision or mentoring. All participants may take advantage of electronic media to generate and submit reports or presentations to support each performance criterion either individually or holistically. • Assessors should consider the assessment of salient knowledge, skills and content understanding through specific or combined electronic media, workplace contact or mentoring. • The responsibility for valid workplace assessment lies with the training provider through its designated supervisor/mentor. Work placement in a communications business could be considered.
Method of assessment	<p>Resources required for assessment include:</p> <ul style="list-style-type: none"> • Accessibility to suitable resources and electronic media necessary to address the elements and satisfy the performance criteria of this unit • Written reports supported by practical assignments or tasks for individual assessment • Observation of workplace practice supported by personal interviews.
Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended</p>

VU22812 Plan and manage public relations strategies

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to plan, develop and manage public relations activities within an organisation.

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

Employability Skills

This unit contains Employability Skills.

Application of the Unit

This unit applies to managers, team leaders or senior personnel who take a leadership position in planning and managing public relations business strategies.

The unit may relate to a small to medium size organisation or a significant business unit within a large enterprise.

ELEMENT

Elements describe the essential outcomes of a unit of competency.

PERFORMANCE CRITERIA

Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

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| 1. Analyse organisational identity to determine appropriate public relations strategies | 1.1 Collect and analyse <i>internal and external information</i> relevant to the development of <i>public relations strategies</i> . |
| | 1.2 Review the organisation's core activities, business values and current business direction to identify potential <i>images and messages</i> . |
| 2. Plan public relations strategies | 2.1 Consult key <i>stakeholders</i> about organisational public relations issues. |
| | 2.2 Identify <i>target groups</i> for public relations strategies, in accordance with organisational requirements. |
| | 2.3 Identify and select strategies that enhance and promote the organisation's vision and mission. |
| | 2.4 Identify and plan for the range of <i>potential situations</i> and reactions to which the organisation may need to respond, incorporating intellectual property, <i>legal and ethical considerations</i> . |
| | 2.5 Consult and negotiate with relevant personnel about public relations strategies in a timely manner. |

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| | 2.6 | Document and submit public relations strategies for approval in accordance with organisational policies. |
| 3. Manage the implementation of public relations strategies | 3.1 | Define and clearly communicate all aspects of public relations strategies to relevant stakeholders. |
| | 3.2 | Implement and monitor actions detailed in strategies, incorporating contingency plans to prevent negative impacts. |
| | 3.3 | Share public relations information with colleagues and relevant personnel to maintain awareness of organisational direction and priorities. |
| 4. Evaluate and review public relations strategies | 4.1 | Establish appropriate feedback mechanisms for public relations activities and strategies. |
| | 4.2 | Evaluate public relations activities and strategies using agreed methods and benchmarks. |
| | 4.3 | Incorporate feedback and evaluation into the adjusted public relations strategies. |
| | 4.4 | Communicate and implement agreed public relations strategies in accordance with organisational procedures. |

REQUIRED SKILLS AND KNOWLEDGE

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

Required Skills

- Language and literacy skills to:
 - read, interpret and communicate legislation, regulations, policies, procedures and guidelines relating to the use of media
 - communicate impartially and diplomatically with diverse stakeholders, including conducting open discussions
 - write reports and strategic material
- interpersonal skills to consult and provide advice
- literacy skills to:
 - interpret a range of complex material
 - write reports and strategic material
- planning and organisational skills to:

- organise information when producing public relations plans and reports
- manage projects and processes
- research skills to:
 - obtain necessary background information to assist with public relations plans and strategies
 - determine organisational priorities
- technical skills to:
 - use a range of office equipment and software to produce public relations plans
 - make effective use of internet for research purposes

Required Knowledge

- public relations context for the organisation
- the manner in which public relations link with other aspects of marketing and management
- contingency issues and challenges that can arise when developing and managing public relations strategies
- planning techniques in relation to public relations
- legislation and ethics that impact upon public relations
- intellectual property issues and legislation that impacts upon public relations

RANGE STATEMENT

*The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. **Bold italicised** wording in the Performance Criteria is detailed below. Add any essential operating conditions that may be present with training and assessment depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts.*

Internal and external information may include:

- business plans
- community activities
- competitor organisations
- current industry trends and developments
- current market conditions
- financial plans
- government activities
- legal environment
- marketing plans
- social media feedback

Public relations**strategies** may include:

- strategies for:
 - a department
 - a program of events
 - a single event
 - a specific product or service
 - social media

Images and messages

may include:

- the nature of products or services:
 - exhibitions
 - performances
 - sale
- operational style
- relationship to the public:
 - leading edge
 - responsive
- service provision:
 - access
 - hours of operation
 - range of facilities
 - online presence
- style, e.g.:
 - classical
 - innovative
 - contemporary
 - international
- organisational achievements/track record
- visual identity:
 - logo
 - signage
 - social media

Stakeholders may

include:

- funding bodies
- patrons
- promoters



- board or committee representatives
- sponsors
- staff
- visitors
- clients

Target groups may include:

- audiences
- event organisers
- funding bodies
- media representatives
- patrons
- promoters
- related businesses
- sponsors
- staff
- suppliers
- vendors
- visitors
- volunteers
- influencers
- government and departmental representatives
- donors
- spokespeople

Potential situations may include:

- capitalising on favourable publicity
- minimising the impact of unfavourable publicity
- responding to unforeseen circumstances

Legal and ethical considerations may include:

- codes of practice
- cultural expectations and influences
- relevant legislation
- social responsibility

- netiquette
- Copyright Act
- Australian Consumer Law
- Privacy Act (Commonwealth)
- Spam Act
- Defamation Act

Please note: It is possible that over the five year accreditation period of this document, some legislation may become superseded. Teachers are encouraged to check the currency of legislation cited in this course at:

Federal Register of Legislation: <https://www.legislation.gov.au/>

Aspects of public relations strategies may include:

- budgets
- priorities
- responsibilities
- risks
- target groups
- timelines

Feedback mechanisms may include:

- consultation with colleagues
- direct questioning
- formal/written feedback
- measurement of level of support:
 - attendance
 - patronage
 - sponsorship
 - social media monitoring

Public relations activities may include:

- charitable support
- cocktail parties
- direct advertising
- gifts
- guest appearances
- launches
- membership and loyalty programs
- openings

- sponsorship
- websites
- activity promoted by crowd funding

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the Performance Criteria, Required Skills and Knowledge, Range Statement and the Assessment Strategies of this qualification.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence gathered should be related to:

- knowledge of public relations protocols, resources and activities
- the ability to plan public relations strategies
- the ability to work collaboratively with others on the development, implementation and management of public relations activities.

Context of and specific resources for assessment

Assessment of performance requirements in this unit should be undertaken within the context of public relations. Competency is demonstrated by performance of all stated criteria.

Participants may gain relevant experiential learning and assessment opportunities in formal, distance or workplace facilities, under supervision or mentoring.

Assessors should consider the assessment of salient knowledge, skills and content understanding through specific or combined electronic media, workplace contact or mentoring.

The responsibility for valid workplace assessment lies with the training provider through its designated supervisor/mentor. Work placement in a communications business could be considered.

Method of assessment

- Project management
- Written reports supported by practical assignments or tasks for individual assessment
- Observation of workplace practice supported by personal interviews
- Practical display with personal interview, presentations or documentation
- Case studies.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.





VU22813 Apply understanding of media relations

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to apply understanding of media relations to engage targeted audiences. It includes defining requirements, selecting media vehicles and planning media activities.

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

Employability Skills

This unit contains Employability Skills.

Application of the Unit

This unit applies to employees, managers, team leaders or senior personnel who take a leadership position in public relations. An understanding of media vehicles is required.

The unit may relate to a small to medium size organisation or a significant business unit within a large enterprise.

ELEMENT

Elements describe the essential outcomes of a unit of competency.

PERFORMANCE CRITERIA

Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

- | | |
|---|--|
| 1. Define media relations' role within public relation activities | 1.1 Research the Australian media landscape and the role <i>media relation activities</i> play within public relation activities.
1.2 Identify situations that require or benefit from the use of media.
1.3 Consult relevant personnel to discuss the role media should play within public relation activities. |
| 2. Identify requirements for media relation activities | 2.1 Identify target audience for media relation activities.
2.2 Research and present documentation on <i>current legislation</i> for media activities, protocols, <i>policies</i> and <i>risks</i> .
2.3 Analyse market requirements to determine media matrix, reach and frequency requirements.
2.4 Analyse creative requirements of ideas, concepts, pitching associated messages and determine media implications including legal constraints. |

- | | | |
|-----------------------------------|-----|---|
| | 2.5 | Determine budgetary constraints for media relations activities. |
| | 2.6 | Research and develop a media list that meets requirements. |
| 3. Select possible media vehicles | 3.1 | Review past media usage and consider the merits of identified media vehicles and possible alternatives. |
| | 3.2 | Select media vehicles that target the required audience, meet media requirements and fulfil requirements within budget. |
| | 3.3 | Select media vehicles that meet creative, reach and frequency requirements of the message. |
| 4. Develop a media plan | 4.1 | Define organisational media requirements that are in accordance with the organisation's overall strategic plans and budget. |
| | 4.2 | Specify recommended media and vehicle(s) and rationale for their selection within the media plan. |
| | 4.3 | Design appropriate key performance indicators to assess the impact of the media plan at a designated time. |

REQUIRED SKILLS AND KNOWLEDGE

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

Required Skills

- language and literacy skills to:
 - read, interpret and communicate legislation, regulations, policies, procedures and guidelines relating to the use of media
 - communicate impartially and diplomatically with diverse stakeholders, including conducting open discussions
 - pitch ideas verbally and in writing
 - document a media list
 - document a media plan
- interpersonal skills to:
 - consult and provide advice
 - conduct business in a cross-culturally sensitive manner
- research and analytical skills to:



- o research how relevant legislation impacts upon media relations
- o analyse a media message and market requirements
- o identify target audience for media relation activities
- o analyse and evaluate the impact of media coverage

Required Knowledge

- Australian media landscape
- organisational vision and organisational products or services
- organisational budget and constraints
- pitching techniques
- principles and characteristics of media, types of media and public relations strategies
- key provisions of codes of practice, legislation and national standards affecting media in Australia
- ethical principles relating to the public relations industry
- terms describing media audience

RANGE STATEMENT

*The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. **Bold italicised** wording in the Performance Criteria is detailed below. Add any essential operating conditions that may be present with training and assessment depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts.*

Media relation

activities may include:

- publicity that influences and/or changes behaviour
- third party endorsement for a product, service, issue or organisation
- communicating through a public relations practitioner
- media list
- using the media as part of overall public relation activities

Current legislation may include:

- Charter of Human Rights and Responsibilities Act (Victoria)
- Copyright Act
- Australian Consumer Law
- Privacy Act (Commonwealth)
- Spam Act
- Defamation Act

- Intellectual property
- Branding and trademarks

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Policies may include:

- codes of practice
- ethical principles
- social responsibilities

Risks may include:

- compliance failures including:
 - copyright
 - privacy
 - libel
 - slander
 - defamation
- safety issues
- privacy breaches

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the Performance Criteria, Required Skills and Knowledge, Range Statement and the Assessment Strategies of this qualification.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence gathered should be related to:

- define the role of media within public relation activities
- identify and select media relation requirements and possible media vehicles
- develop a media list and a media plan for an organisation
- knowledge of organisational and market requirements for a media plan.

Context of and specific resources for assessment

Assessment of performance requirements in this unit should be undertaken within the context of media relations. Competency is demonstrated by performance of all stated criteria.

Participants may gain relevant experiential learning and assessment opportunities in formal, distance or workplace facilities, under supervision or mentoring. All participants may



take advantage of electronic media to generate and submit reports or presentations to support each performance criterion either individually or holistically.

Assessors should consider the assessment of salient knowledge, skills and content understanding through specific or combined electronic media, workplace contact or mentoring.

The responsibility for valid workplace assessment lies with the training provider through its designated supervisor/mentor. Work placement in a communications business could be considered.

Method of assessment

- Project work
- Written reports supported by practical assignments or tasks for individual assessment
- Observation of workplace practice supported by personal interviews
- Practical display with personal interview, presentations or documentation
- Case studies.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.