

Title	Plan, conduct and evaluate park promotional activities		
Level	4	Credits	8

Purpose	<p>This unit standard is for people working, or who intend to work, as park rangers in public and private parks and reserves.</p> <p>People credited with this unit standard are able to: plan a promotional activity in a park area for a determined target group; conduct a promotional activity in a park area; and evaluate the promotional activity.</p>
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Classification	Recreation and Sport > Parks and Reserves
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Available grade	Achieved
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Guidance Information

1 Definitions

A *park area* is publicly accessible land under the management of local government, the Department of Conservation or a Trust. It may include land protected for scenic, scientific, recreational, historic, or cultural reasons; such as reserves, regional or national parks, protected private land, wildlife areas, marine mammal sanctuaries, conservation areas, or land held under the Local Government Act 2002.

A *promotional activity* is an activity that promotes or encourages the use of, or education about, a park area and its flora, fauna; or an agricultural activity such as tree planting, or a walking tour. It may include but is not limited to – advocacy, publicity, formal talks, slide presentations, interpretation displays, open day activities, field interpretation.

Organisational requirements include the documented policies, procedures and methodologies of the organisation for which the work is being done. They include requirements documented in organisational and site health and safety plans, quality assurance documents, and contract work programmes.

- 2 For the purpose of assessment against this unit standard, the candidate is required to supply evidence of planning, conducting and evaluating at least one promotional activity expected to last up to six hours.

Outcomes and performance criteria

Outcome 1

Plan a promotional activity in a park area for a determined target group.

Performance criteria

- 1.1 Objectives of the promotional activity are identified and documented in accordance with organisational requirements.
- 1.2 Target group for the promotional activity is researched, identified and its characteristics determined.
- Range research may include – survey, written sources, personal interviews;
target group may include – park user groups, school groups, local iwi and hapū, local communities, stakeholders, user groups that are under-represented or could benefit from exposure to formal advocacy or promotional activity;
characteristics may include – age, ethnicity, gender, level of interest and education, geography, socio-economic, religion.
- 1.3 Contact with the target group is established and maintained to clarify the group's expectations and preferences for the type of promotional or advocacy activity and expected participation level.
- 1.4 The presentation method selected matches the expected outcome, the target group's needs and the presenter's own knowledge and skill level.
- Range may include – formal talk, slide presentation, interpretation display, open day with activities, field interpretation.
- 1.5 Information and resources are gathered and prepared for the activity.
- 1.6 A plan is developed for the delivery of the activity in accordance with user group needs and organisational requirements.
- Range type of activity, timeframes, location, venue, themes and messages, allocation of resources, safety, access, personnel, contingencies, post-activity actions.
- 1.7 Any required consents and/or budget approvals are obtained from appropriate authority and documented in accordance with organisational requirements.

Outcome 2

Conduct a promotional activity in a park area.

Performance criteria

- 2.1 Promotion delivered matches the target group's needs and expectations, and the resources available, and is in accordance with the developed plan.

Outcome 3

Evaluate the promotional activity.

Performance criteria

3.1 Promotional activity is evaluated and measured against the documented objectives.

Range may include – survey assessment forms, peer review, feedback from user group.

This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	22 March 2004	31 December 2023
Rollover and Revision	2	12 February 2010	31 December 2023
Review	3	9 December 2010	31 December 2023
Review	4	27 October 2022	31 December 2023

Consent and Moderation Requirements (CMR) reference	0099
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.