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**GOVERNMENT NOTICES**

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**No. 759****31 July 2009****SOUTH AFRICAN QUALIFICATIONS AUTHORITY (SAQA)**

In accordance with Regulation 24(c) of the National Standards Bodies Regulations of 28 March 1998, the Standards Generating Body (SGB) for

**Ornamental Horticulture and Landscape**

registered by Organising Field 01 – Agriculture and Nature Conservation, publishes the following Qualification and Unit Standards for public comment.

This notice contains the titles, fields, sub-fields, NQF levels, credits, and purpose of the Qualification and Unit Standards. The full Qualification and Unit Standards can be accessed via the SAQA web-site at [www.saqqa.org.za](http://www.saqqa.org.za). Copies may also be obtained from the Directorate of Standards Setting and Development at the SAQA offices, SAQA House, 1067 Arcadia Street, Hatfield, Pretoria.

Comment on the Qualification and Unit Standards should reach SAQA at the address below and **no later than 31 August 2009**. All correspondence should be marked **Standards Setting – SGB for Ornamental Horticulture and Landscape** and addressed to

The Director: Standards Setting and Development  
SAQA

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**D. MPHUTHING****ACTING DIRECTOR: STANDARDS SETTING AND DEVELOPMENT**



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

### QUALIFICATION: National Certificate: Landscape Irrigation

SAQA QUAL ID	QUALIFICATION TITLE		
73109	National Certificate: Landscape Irrigation		
ORIGINATOR			PROVIDER
SGB Ornamental Horticulture and Landscape			
QUALIFICATION TYPE	FIELD	SUBFIELD	
National Certificate	1 - Agriculture and Nature Conservation	Horticulture	
ABET BAND	MINIMUM CREDITS	NQF LEVEL	QUAL CLASS
Undefined	120	Level 3	Regular-Unit Stds Based

***This qualification does not replace any other qualification and is not replaced by another qualification.***

#### **PURPOSE AND RATIONALE OF THE QUALIFICATION**

Purpose:

This Qualification is designed to empower learners to operate efficiently in the landscape irrigation environment. The Qualification will provide the learners with a comprehensive base of portable skills that will enable them to progress within all spheres of the horticultural industry. This Qualification forms an integral step in the career paths of the various disciplines in irrigation and follows on from the Level 2 Certificate. For those already employed in the industry, this Qualification will offer learners the opportunity to hone their skills and receive recognition for their competencies.

A learner achieving this qualification will be able to work effectively and productively within the field of irrigation, having the skills to:

- Install sprinklers, control cabling and controllers for automatic Irrigation systems.
- Install borehole and irrigation pumps to provide water to irrigation systems.
- Service and maintain all aspects of automatic irrigation systems.

For those wishing to enter the industry as an Entrepreneur, this Qualification offers a solid foundation in all aspects of the irrigation industry. This Qualification represents a vital step in the development of a career and learning pathway of individuals, both from a vocational point of view, as well as from a learning point of view.

Rationale:

Water is a critical resource that requires careful management. Most areas in South African receive insufficient rainfall to establish and maintain landscapes and sporting facilities. Irrigation is therefore vital to the landscaping industry. Through the observance of good irrigation scheduling and the utilisation of climatic sensors, optimal water conservation can be achieved. Accordingly it is essential that the installation and maintenance of irrigation systems follow stringent attention to the water conservation ethics. To realise this, the workforce in the industry must be well trained.

Through this Qualification, the learner will become conversant with the implications that a lack of attention to the installation, operation and maintenance will have on the performance of an irrigation system, and on the availability and cost of wasted water.

The Qualification will facilitate job creation and self employment opportunities, while furthering the aims of economic empowerment in South Africa.

The Qualification includes the skills necessary to apply safety principles in all aspects of working with pumps and irrigation systems, the skills needed to install, use, operate and maintain irrigation systems. Through the wide scope of electives, the specialisations of the various sectors are catered for.

The sectors of the industry that will benefit from this Qualification include:

- Landscape construction and maintenance.
- Amenity horticulture.
- Sports turf.

#### **RECOGNIZE PREVIOUS LEARNING?**

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#### **LEARNING ASSUMED IN PLACE**

It is assumed that learners are competent in Communication and Mathematical Literacy at NQF Level 2.

Recognition of Previous Learning:

The Qualification may be achieved wholly or in part through the Recognition of Prior Learning and the Qualification may be granted to learners who have acquired the skills and knowledge without attending formal courses providing they can demonstrate competence in the Outcomes of the individual Unit Standards as required by the Fundamental, Core and Elective areas stipulated in the Qualification and by the Exit Level Outcomes.

An Recognition of Prior Learning process may also be used to credit learners with Unit Standards in which they have developed the necessary competency as a result of workplace and experiential learning.

#### **QUALIFICATION RULES**

The Qualification consists of a minimum of 120 credits, composed of:

Fundamental:

- 36 credits (compulsory).

Core:

- 74 credits (compulsory).

Electives:

- Learners must choose suitable Unit Standards from the listed Elective to obtain a total of not less than 10 credits.

#### **EXIT LEVEL OUTCOMES**

1. Test the pressure and flow that is available from various water sources for use in irrigation systems.

2. Install borehole and pressure pumps to utilise surface and groundwater for irrigation.
3. Install automatic irrigation equipment to optimise water savings on landscapes.
4. Service and maintain the pumps and automatic controls to ensure the efficient operation of irrigation systems.

**ASSOCIATED ASSESSMENT CRITERIA**

Associated Assessment Criteria for Exit Level Outcome 1:

- 1.1 A municipal water supply is tested at different pressure and flow rates for its suitability to operate an irrigation system.
- 1.2 The static and dynamic water levels are monitored and recorded during the yield testing of a borehole to ensure that sufficient water is available for an irrigation system.
- 1.3 The flow rates of an existing surface pump are tested at different pressures to confirm its suitability to operate an irrigation system.

Associated Assessment Criteria for Exit Level Outcome 2:

- 2.1 A borehole pump and piping set is assembled and installed in a borehole to industry standards.
- 2.2 A centrifugal pump is mounted on a concrete base and all the necessary piping and valves are fitted to the suction and delivery manifolds in accordance with the drawing's dimensions.
- 2.3 A progressive cavity pump is installed in a sump, in accordance with the manufacturer's specifications and the pressure relief valve is set to prevent the over pressurising of the delivery line.

Associated Assessment Criteria for Exit Level Outcome 3:

- 3.1 Electric valve in head sprinklers are installed on swing joint risers and their heights are adjusted to suit the sports field mowing tolerances.
- 3.2 Control cables are joined to their solenoids and all cabling is tested with a battery pack to ensure their operation before the trenches are backfilled.
- 3.3 An irrigation controller is installed in the required position and all solenoid control cables are connected to the controller in accordance with the manufacturer's specifications.
- 3.4 A rain sensor is installed in an area that will allow unimpeded rain and air movement and its control cables are connected to the sensor circuit of the irrigation controller in accordance with the manufacturer's specifications.

Associated Assessment Criteria for Exit Level Outcome 4:

- 4.1 The realignment of a pump and motor on a common baseplate following the completion of the pump's repair, is demonstrated in accordance with the manufacturer's guidelines and the company's standard operating procedures.
- 4.2 The components on a single stage centrifugal pump that require regular inspection, lubrication and servicing in a preventative maintenance inspection are listed and the frequency at which this maintenance should take place is described in keeping with the manufacturer's recommendations.
- 4.3 The methods of adjusting/replacement of the gland packing and V belts on a progressive cavity pump are demonstrated in accordance with the manufacturer's guidelines and the company's standard operating procedures.
- 4.4 The sequence and specific tests, that should be conducted when trouble shooting a pumping problem, are demonstrated in accordance with the company's standard operating procedures.

#### Integrated Assessment:

The integrated assessment allows the Learners the opportunity to show that they are able to utilize concepts, ideas and actions across unit standards. This will allow Learners to achieve competency that is in keeping with the purpose of the Qualification.

An integrated assessment will indicate how theoretical learning is demonstrated in a practical environment in such a way that the application of the work learnt becomes second nature.

In conducting an assessment, the quality of the performance must also be evaluated i.e. both the performance and the thinking behind the action must be qualitative.

The assessment should include both formative and summative options and should use various assessment tools i.e. not by observation only. It is suggested that a Portfolio of Assessment form part of the summative assessment, with practical outcomes being demonstrated in a simulated or real work place situation.

A broad range of task-orientated and theoretical tools may be used, with the distinction between practical knowledge and disciplinary knowledge being maintained.

Unit Standards in the Qualification must be used to assess the specific and Critical Cross Field Outcomes. It is recommended that the assessment tools give Learners the opportunity to account for their decision-making and problem solving in line with the Specific Outcomes and related Assessment Criteria.

As a result of this Qualification being generic in forming the foundation for a career in horticulture, Learners should be assessed in occupational contexts and activities. The assessment should ensure that the foundational skills are portable and prepare them for further learning, whatever career path they may choose.

#### **INTERNATIONAL COMPARABILITY**

Water is a critical resource that requires careful management. The South African irrigation industry is governed by the Landscape Irrigation Association (LIA) and the South African Agricultural Irrigation Institute (SAAII). These bodies are responsible for ensuring that the standards of planning, installation, operation and maintenance of irrigation systems in the horticultural and agricultural environments are set and maintained to world class standards.

Links are maintained with the major international irrigation bodies such as the IA (Irrigation Association) of the United States and information is regularly shared. This ensures that the South African landscape irrigation industry remains at the forefront of international developments. In terms of climate, Australia has similar climatic zones and conditions to South Africa. Their landscape irrigation industry is well advanced and specialisation is conducted from level 1. In contrast, other countries have elected to begin their specialisations at NQF Levels 2 or NQF Level 3.

Various factors influence this, the most notable include:

- Adverse climatic conditions which restrict normal horticultural activities.
- Economic constraints, typically the poorly developed economies have irrigation and horticulture as a low priority.
- Relatively small markets, where economies of scale preclude specialisation.

To obtain an African perspective the Qualifications of the following SADC countries were investigated: Angola, Botswana, DRC, Lesotho, Malawi, Mauritius, Mozambique, Namibia, Seychelles, Swaziland, Tanzania, Zambia and Zimbabwe.

From a global viewpoint these countries are typified as developing nations, with their primary focus centred on subsistence farming. Consequently agricultural training is paramount to ensuring food security for their populations and as a result there are a limited number of landscape irrigation systems, the majority occurring in the hotel and tourist destinations. These systems are usually contracted to South African irrigation companies. As a consequence no specific landscape irrigation training is conducted in these areas. Their staff who maintain these landscapes are either sourced from South Africa or they obtain their training from the LIA or our tertiary institutions.

Specialisations such as fertigation and filtration are catered for in the elective unit standards of this Qualification. This ensures portability, yet allows learners to progress in their particular field of specialisation from level 3.

Various international qualifications with similar content to this Qualification were sourced. In examining these, the following have been used for comparison, although they do not necessarily address the subjects from the same perspective, they do contain aspects relevant to those used in South Africa. The following qualifications and the particular unit standards that were selected for comparison with various components of this qualification are listed hereunder.

#### Australia:

The landscape and horticultural industry in Australia has a similar profile to that of South Africa and their irrigation industry operates at a similar level to that in South Africa, evidenced by the fact that specialisations in a specific field occurs at an entry level.

Certificate III in Irrigation: Reference No RTE31303-Certificate 3 in Horticulture. Of all the worldwide searches that were conducted, this Level 3 Qualification is most similar to its South African counterpart. The relevant unit standards are as follows:

#### Reference No RTE3601A-Install irrigation systems:

- This Level 3 Unit Standard is concerned with the assembly and connection of components, installing fittings and valves to requirements and identifying and documenting faults in irrigation systems in the horticultural environments.
- The "Install and maintain valve in head sprinklers and their networks" Unit Standard incorporates a similar approach to the above

#### Reference No RTE3605A-Troubleshoot irrigation systems:

- This Level 3 Unit Standard covers the basic location, identification, replacement of faulty irrigation components. It also requires that records and reports of maintenance observations and activities are completed.
- The "Install and maintain irrigation controllers and climatic sensors" Unit Standard has a similar approach in fault finding procedures.

#### Reference No RTE3611A-Operate pressurised irrigation systems:

- This Level 3 Unit Standard covers the scheduling of water application. It also addresses the requirements of priming pumps, measuring pressure and flow rates, as well as ensuring the correction of faults in the irrigation system.
- The "Maintain landscape and sports turf irrigation systems" unit standard in essence, follows the same procedures and methodology, but includes the drafting of an annual irrigation schedule.



Reference No RTE3612A-Implement a maintenance programme for an irrigation system:

- This Level 3 Unit Standard speaks to the routine and preventive maintenance requirements, including the remedial action and repairs required for irrigation systems.
- The "Maintain landscape and sports turf irrigation systems" Unit Standard in essence, follows the same procedures and methodology, but includes the drafting of an annual irrigation schedule.

Other Australian Qualifications that make use of their irrigation Unit Standards are:

Qualification RTF 30803-Certificate 3 in Horticulture (Turf) makes use of the irrigation Unit Standards:

- RTE 3601A-Install irrigation components.
- RTE 3605A-Troubleshoot irrigation systems.
- RTE 3611A-Operate a pressurised irrigation system.
- RTE 3612A-Implement a maintenance programme for an irrigation systems.

A search on correspondence study through the Australian Correspondence Schools only reveals an irrigation module of training at Level 2 which addresses the entire scope of irrigation, including installation and maintenance matters. This appears to be a basic overview of irrigation.

Most of the actual training for the irrigation industry in Australia is conducted through the Irrigation Association. They provide a course which results in the qualification "Certified Irrigation Contractor (CIC)". This is not a registered course on the Qualifications Framework, but it covers detail on the installation, repair and maintenance of irrigation systems.

United Kingdom:

No specific qualification is presented that deals with irrigation. Generally short practical courses are offered by the various irrigation product distributors.

There are a few specific irrigation Unit Standards registered at level 3 which are used within other horticultural Qualifications.

The following Qualifications contain a limited range of unit standards developed to handle learning aspects on irrigation systems:

- NPTC Level 3-Advanced National Certificate in Horticulture (500/4341/9) includes Unit Standards M/501/7086-Management of soil water.
- NPTC Level 3-Advanced National Diploma in Horticulture (500/4342/0) includes Unit Standards M/501/7086-Management of soil water.
- Edexcel Level 3-BTEC National Diploma in Horticulture (500/2286/6) includes Unit Standards J/501/1178-Turf irrigation and drainage.
- NPTC Level 3-Certificate in Amenity Horticulture (QCF) (500/3354/2) includes Unit Standards Y/501/0438-Maintain drainage systems and D/501/0439-Maintain irrigation systems.
- NPTC Level 3-Award in Amenity Horticulture (QCF) (500/3344/X) includes Unit Standards Y/501/0438-Maintain drainage systems and D/501/0439-Maintain irrigation systems.
- NPTC Level 3-Diploma in Amenity Horticulture (QCF) (500/3303/7) includes Unit Standards Y/501/0438-Maintain drainage systems and D/501/0439-Maintain irrigation systems.

Overall these irrigation unit standards cover only the basic concepts and practical outputs for maintaining irrigation systems in a horticultural environment and the identification of faults.

#### New Zealand:

There are two Unit Standards which are registered under the domain Production Horticulture Level 3:

- Reference no 12395-"Install an irrigation system". It serves to provide basic knowledge on the installation of an irrigation system in a horticultural environment, but it does not give the detailed knowledge which this National Certificate Landscape Irrigation seeks to address.
- Reference No 22189-"Maintain an irrigation system used in horticulture". It covers basic cleaning, maintenance and repair of irrigation equipment.
- The "Maintain landscape and sports turf irrigation systems" Unit Standards in essence, follows the same procedures and methodology.

There is also an individual Unit Standard registered:

- Reference No 21047-"Describe, produce and apply liquid fertilizer used in organic horticulture" which very briefly outlines the aspect of fertigation within the irrigation system.
- The "install and maintain fertigation systems" unit standard requires a greater depth of knowledge, in that chemical fertilisers are also used.

#### Scotland:

No Qualifications specific to the irrigation industry were found in the Scottish Qualifications Framework search, but two Unit Standards that cover only the basic content comparable to the South African Qualification were found. These are:

- Irrigation (0078077) and is presented as a specialist module covering basic maintenance of irrigation equipment.
- Irrigation sportsturf (1210051) addresses the basic requirements of maintenance and troubleshooting for groundsmen and greenkeepers.

To address their needs, short courses in landscape irrigation are conducted.

#### United States of America:

No formal Qualifications specific to irrigation exist. The Irrigation Association provides the bulk of the irrigation related training for the industry. This training is not against registered Unit Standards. In addition, garden clubs provide very limited training through short informal courses which are loosely based on the United Kingdom framework and most of the suppliers conduct short unregistered courses relevant to their products.

#### Conclusion:

This Qualification compares favourably against those offered in Australia. The South African unit standards have a greater content and detail than those of the above countries, which will ensure that learners will be able to gain the best possible training in the various irrigation fields.

The Scottish and New Zealand Qualifications and Unit Standards have a limited focus on irrigation and therefore offer little in comparison.

The USA has no formally recognized irrigation Qualifications at the NQF Level 3.

SADC countries have no irrigation Qualifications or Unit Standards, as their personnel are either sourced from South Africa or they obtain their training from the South African Landscape Irrigation Association.

In conclusion, the Qualification meets and in many instances exceeds the standards of training offered elsewhere in the world.

### **ARTICULATION OPTIONS**

Horizontal Articulation:

- ID 59389: National Certificate: Resource Guardianship, NQF Level 3.
- ID 66649: National Certificate: Landscaping, NQF Level 3.
- ID 49052: National Certificate: Plant Production, NQF Level 3.

Vertical Articulation:

- ID 58782: Further Education and Training Certificate: Plumbing, NQF Level 4.
- ID 49127: Further Education and Training Certificate: Design Foundation, NQF Level 4.
- ID 61669: Further Education and Training Certificate: Community Water Sanitation and Health Facilitation, NQF Level 4.

### **MODERATION OPTIONS**

- Anyone assessing a learner against these Unit Standards must be registered as an assessor with the relevant ETQA and have experience or in depth knowledge of the horticultural industry.
- Any institution offering learning that will enable achievement of these unit standards or will assess these Unit Standards must be accredited as a provider with the relevant ETQA.
- Moderation of assessment will be overseen by the relevant ETQA according to the moderation guidelines in the Qualification and the agreed ETQA procedure.
- Therefore anyone wishing to be assessed against these Unit Standards may apply to be assessed by any assessment agency, assessor or provider institution which is accredited by the relevant ETQA.

### **CRITERIA FOR THE REGISTRATION OF ASSESSORS**

Assessors must:

- Be accredited as an assessor by the relevant ETQA.
- Have experience or in depth knowledge of the landscape irrigation industry.
- Meet any other requirements that may be stipulated by the relevant ETQA.
- Hold a Qualification in Horticulture or Agriculture at NQF Level 5 or higher.

### **NOTES**

N/A

### **UNIT STANDARDS**

	ID	UNIT STANDARD TITLE	LEVEL	CREDITS
Fundamental	119472	Accommodate audience and context needs in oral/signed communication	Level 3	5
Fundamental	9010	Demonstrate an understanding of the use of different number bases and measurement units and an awareness of error in the context of relevant calculations	Level 3	2
Fundamental	9013	Describe, apply, analyse and calculate shape and motion in 2-and 3-dimensional space in different contexts	Level 3	4
Fundamental	119457	Interpret and use information from texts	Level 3	5

	ID	UNIT STANDARD TITLE	LEVEL	CREDITS
Fundamental	9012	Investigate life and work related problems using data and probabilities	Level 3	5
Fundamental	119467	Use language and communication in occupational learning programmes	Level 3	5
Fundamental	7456	Use mathematics to investigate and monitor the financial aspects of personal, business and national issues	Level 3	5
Fundamental	119465	Write/present/sign texts for a range of communicative contexts	Level 3	5
Core	263995	Schedule the application of water to plants and landscapes	Level 2	3
Core	335935	Conduct pressure and flow tests on various irrigation water sources	Level 3	3
Core	336014	Install and maintain borehole and wellpoint pump systems	Level 3	12
Core	335994	Install and maintain irrigation controllers and climatic sensors	Level 3	10
Core	336015	Install and maintain irrigation pumps	Level 3	10
Core	335962	Install and maintain valve in head sprinklers and their control networks	Level 3	12
Core	335974	Install control cables for automatic irrigation systems	Level 3	6
Core	335995	Install irrigation water storage tanks	Level 3	5
Core	264234	Monitor and maintain health and safety standards in horticulture	Level 3	5
Core	335975	Service and maintain irrigation control valves	Level 3	8
Elective	13912	Apply knowledge of self and team in order to develop a plan to enhance team performance	Level 3	5
Elective	264235	Apply supervisory management principles in a horticultural enterprise	Level 3	10
Elective	335934	Install and maintain fertigation systems.	Level 3	5
Elective	335957	Install and maintain irrigation filtration systems	Level 3	5
Elective	336016	Install and maintain irrigation pressure vessels	Level 3	5
Elective	264041	Maintain landscape and sportsturf irrigation systems	Level 3	8

**LEARNING PROGRAMMES RECORDED AGAINST THIS QUALIFICATION**

**None**



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**UNIT STANDARD:*****Install and maintain fertigation systems.***

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
335934	Install and maintain fertigation systems.		
<b>ORIGINATOR</b>		<b>PROVIDER</b>	
SGB Ornamental Horticulture and Landscape			
<b>FIELD</b>		<b>SUBFIELD</b>	
1 - Agriculture and Nature Conservation		Horticulture	
<b>ABET BAND</b>	<b>UNIT STANDARD TYPE</b>	<b>NQF LEVEL</b>	<b>CREDITS</b>
Undefined	Regular	Level 3	5

***This unit standard does not replace any other unit standard and is not replaced by another unit standard.***

**SPECIFIC OUTCOME 1**

Show an awareness of the potential health and safety hazards in fertigation systems and the safety precautions that must be applied.

**SPECIFIC OUTCOME 2**

Install a dual acting backflow preventor in a potable pipeline.

**SPECIFIC OUTCOME 3**

Install a venturi fertigation system to an irrigation mainline.

**SPECIFIC OUTCOME 4**

Install a fertigator in an irrigation mainline.

**SPECIFIC OUTCOME 5**

Install a hydraulic dosing pump in an irrigation mainline.

**SPECIFIC OUTCOME 6**

Install a metering pump in an irrigation pump station.

**SPECIFIC OUTCOME 7**

Service and maintain fertigation systems.

**QUALIFICATIONS UTILISING THIS UNIT STANDARD**

	<b>ID</b>	<b>QUALIFICATION TITLE</b>	<b>LEVEL</b>
Elective	73109	National Certificate: Landscape Irrigation	Level 3



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**UNIT STANDARD:****Conduct pressure and flow tests on various irrigation water sources**

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
335935	Conduct pressure and flow tests on various irrigation water sources		
<b>ORIGINATOR</b>		<b>PROVIDER</b>	
SGB Ornamental Horticulture and Landscape			
<b>FIELD</b>		<b>SUBFIELD</b>	
1 - Agriculture and Nature Conservation		Horticulture	
<b>ABET BAND</b>	<b>UNIT STANDARD TYPE</b>	<b>NQF LEVEL</b>	<b>CREDITS</b>
Undefined	Regular	Level 3	3

*This unit standard does not replace any other unit standard and is not replaced by another unit standard.*

**SPECIFIC OUTCOME 1**

Demonstrate an understanding of the hydraulic principles that pertain to the testing of an irrigation water source.

**SPECIFIC OUTCOME 2**

Test a municipal water supply at various flow rates.

**SPECIFIC OUTCOME 3**

Measure the pressure and flow rates from a pump station.

**SPECIFIC OUTCOME 4**

Measure the pressure and flow rates from an existing borehole.

**QUALIFICATIONS UTILISING THIS UNIT STANDARD**

	<b>ID</b>	<b>QUALIFICATION TITLE</b>	<b>LEVEL</b>
Core	73109	National Certificate: Landscape Irrigation	Level 3



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**UNIT STANDARD:*****Install and maintain irrigation filtration systems***

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
335957	Install and maintain irrigation filtration systems		
<b>ORIGINATOR</b>	<b>PROVIDER</b>		
SGB Ornamental Horticulture and Landscape			
<b>FIELD</b>	<b>SUBFIELD</b>		
1 - Agriculture and Nature Conservation	Horticulture		
<b>ABET BAND</b>	<b>UNIT STANDARD TYPE</b>	<b>NQF LEVEL</b>	<b>CREDITS</b>
Undefined	Regular	Level 3	5

***This unit standard does not replace any other unit standard and is not replaced by another unit standard.***

**SPECIFIC OUTCOME 1**

Demonstrate an understanding of the different filtration requirements for irrigation equipment.

**SPECIFIC OUTCOME 2**

Install a self flushing filter bank on an irrigation delivery pipeline and fit the interconnecting manifolds.

**SPECIFIC OUTCOME 3**

Assemble the components of a self flushing sand filter system and install the inlet and outlet manifolds.

**SPECIFIC OUTCOME 4**

Install automatic backwashing controls and set a flushing schedule.

**SPECIFIC OUTCOME 5**

Service and maintain an automatic self flushing filtration system.

**QUALIFICATIONS UTILISING THIS UNIT STANDARD**

	<b>ID</b>	<b>QUALIFICATION TITLE</b>	<b>LEVEL</b>
Elective	73109	National Certificate: Landscape Irrigation	Level 3



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**UNIT STANDARD:*****Install and maintain valve in head sprinklers and their control networks***

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
335962	Install and maintain valve in head sprinklers and their control networks		
<b>ORIGINATOR</b>		<b>PROVIDER</b>	
SGB Ornamental Horticulture and Landscape			
<b>FIELD</b>		<b>SUBFIELD</b>	
1 - Agriculture and Nature Conservation		Horticulture	
<b>ABET BAND</b>	<b>UNIT STANDARD TYPE</b>	<b>NQF LEVEL</b>	<b>CREDITS</b>
Undefined	Regular	Level 3	12

***This unit standard does not replace any other unit standard and is not replaced by another unit standard.***

**SPECIFIC OUTCOME 1**

Describe the different types of valve in head sprinklers and the methods of installing these below the finished grade.

**SPECIFIC OUTCOME 2**

Install and interconnect the hydraulic tubes from an irrigation controller to the VIH sprinklers.

**SPECIFIC OUTCOME 3**

Install and interconnect solenoid cables from an irrigation controller to the VIH sprinklers.

**SPECIFIC OUTCOME 4**

Install and interconnect cables from an encoding controller to the field decoders.

**SPECIFIC OUTCOME 5**

Service and maintain hydraulic VIH sprinklers and the hydraulic networks.

**SPECIFIC OUTCOME 6**

Service and maintain electric VIH sprinklers and the cabling networks.

**SPECIFIC OUTCOME 7**

Complete all necessary documentation.

**QUALIFICATIONS UTILISING THIS UNIT STANDARD**

	<b>ID</b>	<b>QUALIFICATION TITLE</b>	<b>LEVEL</b>
Core	73109	National Certificate: Landscape Irrigation	Level 3





## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**UNIT STANDARD:*****Install control cables for automatic irrigation systems***

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
335974	Install control cables for automatic irrigation systems		
<b>ORIGINATOR</b>		<b>PROVIDER</b>	
SGB Ornamental Horticulture and Landscape			
<b>FIELD</b>		<b>SUBFIELD</b>	
1 - Agriculture and Nature Conservation		Horticulture	
<b>ABET BAND</b>	<b>UNIT STANDARD TYPE</b>	<b>NQF LEVEL</b>	<b>CREDITS</b>
Undefined	Regular	Level 3	6

***This unit standard does not replace any other unit standard and is not replaced by another unit standard.***

**SPECIFIC OUTCOME 1**

Lay armoured cables in irrigation trenches.

**SPECIFIC OUTCOME 2**

Lay cab tyre cable in trenches and connect to low voltage irrigation equipment.

**SPECIFIC OUTCOME 3**

Install conduits and single core cables to valve manifolds in an irrigation system.

**SPECIFIC OUTCOME 4**

Test low voltage cables and irrigation solenoids with a suitable battery pack.

**QUALIFICATIONS UTILISING THIS UNIT STANDARD**

	<b>ID</b>	<b>QUALIFICATION TITLE</b>	<b>LEVEL</b>
Core	73109	National Certificate: Landscape Irrigation	Level 3



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**UNIT STANDARD:*****Service and maintain irrigation control valves***

<b>SAQA US ID</b>		<b>UNIT STANDARD TITLE</b>	
335975		Service and maintain irrigation control valves	
<b>ORIGINATOR</b>		<b>PROVIDER</b>	
SGB Ornamental Horticulture and Landscape			
<b>FIELD</b>		<b>SUBFIELD</b>	
1 - Agriculture and Nature Conservation		Horticulture	
<b>ABET BAND</b>	<b>UNIT STANDARD TYPE</b>	<b>NQF LEVEL</b>	<b>CREDITS</b>
Undefined	Regular	Level 3	8

***This unit standard does not replace any other unit standard and is not replaced by another unit standard.***

**SPECIFIC OUTCOME 1**

Strip and replace worn or defective parts on irrigation isolation valves.

**SPECIFIC OUTCOME 2**

Strip and replace worn or defective parts on direction control and air release valves.

**SPECIFIC OUTCOME 3**

Identify the various malfunctions that may occur in the operation of a hydraulic valve and the methods of remedying these.

**SPECIFIC OUTCOME 4**

Identify the various malfunctions that may occur in the operation of a solenoid valve and the methods of remedying these.

**SPECIFIC OUTCOME 5**

Strip and replace worn or defective parts on pressure control valves.

**SPECIFIC OUTCOME 6**

Complete all necessary documentation.

**QUALIFICATIONS UTILISING THIS UNIT STANDARD**

	<b>ID</b>	<b>QUALIFICATION TITLE</b>	<b>LEVEL</b>
Core	73109	National Certificate: Landscape Irrigation	Level 3



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**UNIT STANDARD:*****Install and maintain irrigation controllers and climatic sensors***

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
335994	Install and maintain irrigation controllers and climatic sensors		
<b>ORIGINATOR</b>		<b>PROVIDER</b>	
SGB Ornamental Horticulture and Landscape			
<b>FIELD</b>	<b>SUBFIELD</b>		
1 - Agriculture and Nature Conservation	Horticulture		
<b>ABET BAND</b>	<b>UNIT STANDARD TYPE</b>	<b>NQF LEVEL</b>	<b>CREDITS</b>
Undefined	Regular	Level 3	10

***This unit standard does not replace any other unit standard and is not replaced by another unit standard.***

**SPECIFIC OUTCOME 1**

Identify the different irrigation controllers and their applications in irrigation systems.

**SPECIFIC OUTCOME 2**

Install irrigation controllers in different locations.

**SPECIFIC OUTCOME 3**

Provide adequate lightning protection for irrigation controllers and their secondary circuits.

**SPECIFIC OUTCOME 4**

Install and connect a range of climatic sensors to irrigation controllers for water conservation.

**SPECIFIC OUTCOME 5**

Maintain irrigation controllers and their accessories.

**SPECIFIC OUTCOME 6**

Complete all necessary documentation.

**QUALIFICATIONS UTILISING THIS UNIT STANDARD**

	<b>ID</b>	<b>QUALIFICATION TITLE</b>	<b>LEVEL</b>
Core	73109	National Certificate: Landscape Irrigation	Level 3



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**UNIT STANDARD:*****Install irrigation water storage tanks***

SAQA US ID	UNIT STANDARD TITLE		
335995	Install irrigation water storage tanks		
ORIGINATOR		PROVIDER	
SGB Ornamental Horticulture and Landscape			
FIELD	SUBFIELD		
1 - Agriculture and Nature Conservation	Horticulture		
ABET BAND	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
Undefined	Regular	Level 3	5

***This unit standard does not replace any other unit standard and is not replaced by another unit standard.***

**SPECIFIC OUTCOME 1**

Construct a concrete base for a storage tank.

**SPECIFIC OUTCOME 2**

Position a storage tank on a prepared base and install the necessary piping.

**SPECIFIC OUTCOME 3**

Fit and adjust isolation and control valves to a storage tank.

**SPECIFIC OUTCOME 4**

Fit and adjust float switches to a storage tank.

**QUALIFICATIONS UTILISING THIS UNIT STANDARD**

	ID	QUALIFICATION TITLE	LEVEL
Core	73109	National Certificate: Landscape Irrigation	Level 3



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**UNIT STANDARD:*****Install and maintain borehole and wellpoint pump systems***

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
336014	Install and maintain borehole and wellpoint pump systems		
<b>ORIGINATOR</b>		<b>PROVIDER</b>	
SGB Ornamental Horticulture and Landscape			
<b>FIELD</b>		<b>SUBFIELD</b>	
1 - Agriculture and Nature Conservation		Horticulture	
<b>ABET BAND</b>	<b>UNIT STANDARD TYPE</b>	<b>NQF LEVEL</b>	<b>CREDITS</b>
Undefined	Regular	Level 3	12

***This unit standard does not replace any other unit standard and is not replaced by another unit standard.***

**SPECIFIC OUTCOME 1**

Demonstrate a basic knowledge of hydrology that pertains to boreholes and wellpoints.

**SPECIFIC OUTCOME 2**

Show an awareness of the potential hazards that are prevalent in borehole and wellpoint installations and the safety precautions that must be applied.

**SPECIFIC OUTCOME 3**

Construct a wellpoint and install a pump with all the necessary piping and valves.

**SPECIFIC OUTCOME 4**

Install a submersible centrifugal pump in a borehole utilising high density polyethylene piping and fittings.

**SPECIFIC OUTCOME 5**

Install a progressive cavity pump in a borehole using galvanised steel piping.

**SPECIFIC OUTCOME 6**

Service and maintain a range of borehole and wellpoint pumps.

**SPECIFIC OUTCOME 7**

Complete all necessary documentation.

**QUALIFICATIONS UTILISING THIS UNIT STANDARD**

	<b>ID</b>	<b>QUALIFICATION TITLE</b>	<b>LEVEL</b>
Core	73109	National Certificate: Landscape Irrigation	Level 3



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**UNIT STANDARD:*****Install and maintain irrigation pumps***

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
336015	Install and maintain irrigation pumps		
<b>ORIGINATOR</b>		<b>PROVIDER</b>	
SGB Ornamental Horticulture and Landscape			
<b>FIELD</b>		<b>SUBFIELD</b>	
1 - Agriculture and Nature Conservation		Horticulture	
<b>ABET BAND</b>	<b>UNIT STANDARD TYPE</b>	<b>NQF LEVEL</b>	<b>CREDITS</b>
Undefined	Regular	Level 3	10

***This unit standard does not replace any other unit standard and is not replaced by another unit standard.***

**SPECIFIC OUTCOME 1**

Demonstrate an understanding of the hydraulic principles that pertain to the installation and maintenance of irrigation pumps.

**SPECIFIC OUTCOME 2**

Identify the potential hazards that can be encountered in the installation and maintenance of irrigation pumps and the safety precautions that must be adhered to.

**SPECIFIC OUTCOME 3**

Identify the various types of positive displacement pumps that are used in irrigation.

**SPECIFIC OUTCOME 4**

Identify the different types of dynamic pumps that are used in irrigation.

**SPECIFIC OUTCOME 5**

Mount an irrigation pump on a concrete base and construct the suction and delivery manifolds.

**SPECIFIC OUTCOME 6**

Service and maintain a range of irrigation pumps.

**SPECIFIC OUTCOME 7**

Complete all necessary documentation involved in the maintenance of irrigation pumps.

**QUALIFICATIONS UTILISING THIS UNIT STANDARD**

	<b>ID</b>	<b>QUALIFICATION TITLE</b>	<b>LEVEL</b>
Core	73109	National Certificate: Landscape Irrigation	Level 3



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**UNIT STANDARD:*****Install and maintain irrigation pressure vessels***

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
336016	Install and maintain irrigation pressure vessels		
<b>ORIGINATOR</b>		<b>PROVIDER</b>	
SGB Ornamental Horticulture and Landscape			
<b>FIELD</b>		<b>SUBFIELD</b>	
1 - Agriculture and Nature Conservation		Horticulture	
<b>ABET BAND</b>	<b>UNIT STANDARD TYPE</b>	<b>NQF LEVEL</b>	<b>CREDITS</b>
Undefined	Regular	Level 3	5

***This unit standard does not replace any other unit standard and is not replaced by another unit standard.***

**SPECIFIC OUTCOME 1**

Demonstrate an understanding of the hydraulic principles that pertain to the installation and maintenance of pressure tanks.

**SPECIFIC OUTCOME 2**

Identify the potential hazards that pressure vessels pose and the safety precautions that must be adhered to.

**SPECIFIC OUTCOME 3**

Install a hydro-pneumatic pressure vessel in a pump station and fit the necessary interconnecting piping and valves.

**SPECIFIC OUTCOME 4**

Install a hydrosphere in a pump station and fit the necessary interconnecting piping and valves.

**SPECIFIC OUTCOME 5**

Service and maintain a hydro-pneumatic pressure vessel and its air charging equipment.

**SPECIFIC OUTCOME 6**

Service and maintain a hydrosphere in an automatic pump station.

**SPECIFIC OUTCOME 7**

Complete all necessary documentation.

**QUALIFICATIONS UTILISING THIS UNIT STANDARD**

	<b>ID</b>	<b>QUALIFICATION TITLE</b>	<b>LEVEL</b>
Elective	73109	National Certificate: Landscape Irrigation	Level 3



### SOUTH AFRICAN QUALIFICATIONS AUTHORITY (SAQA)

In accordance with Regulation 24(c) of the National Standards Bodies Regulations of 28 March 1998, the Task Team for

#### Public Relations

registered by Organising Field 03 – Business, Commerce and Management Studies, publishes the following Qualification and Unit Standards for public comment.

This notice contains the titles, fields, sub-fields, NQF levels, credits, and purpose of the Qualification and Unit Standards. The full Qualification and Unit Standards can be accessed via the SAQA web-site at [www.saqqa.org.za](http://www.saqqa.org.za). Copies may also be obtained from the Directorate of Standards Setting and Development at the SAQA offices, SAQA House, 1067 Arcadia Street, Hatfield, Pretoria.

Comment on the Qualification and Unit Standards should reach SAQA at the address below and **no later than 31 August 2009**. All correspondence should be marked **Standards Setting – Task Team for Public Relations** and addressed to

The Director: Standards Setting and Development  
SAQA  
*Attention: Mr. E. Brown*  
Postnet Suite 248  
Private Bag X06  
Waterkloof  
0145  
or faxed to 012 – 431-5144  
e-mail: [ebrown@saqa.org.za](mailto:ebrown@saqa.org.za)



D. MRHUTHING  
ACTING DIRECTOR: STANDARDS SETTING AND DEVELOPMENT





## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**QUALIFICATION:****National Diploma: Public Relations Practice**

<b>SAQA QUAL ID</b>	<b>QUALIFICATION TITLE</b>		
73129	National Diploma: Public Relations Practice		
<b>ORIGINATOR</b>	<b>PROVIDER</b>		
Task Team - Public Relations			
<b>QUALIFICATION TYPE</b>	<b>FIELD</b>	<b>SUBFIELD</b>	
National Diploma	3 - Business, Commerce and Management Studies	Public Relations	
<b>ABET BAND</b>	<b>MINIMUM CREDITS</b>	<b>NQF LEVEL</b>	<b>QUAL CLASS</b>
Undefined	245	Level 5	Regular-Unit Stds Based

***This qualification does not replace any other qualification and is not replaced by another qualification.***

**PURPOSE AND RATIONALE OF THE QUALIFICATION**

Purpose:

Public Relations provides a service for the organisation by helping to give the public and the media a better and complete understanding of the company. The main goal of a Public Relations department is to enhance the reputation of the organisation both internally and externally. Public Relations gives an organisation or individual exposure to their audiences.

This Qualification is intended to develop the skills and knowledge required by a person who wishes to pursue a career as a manager, assistant manager or private consultant in a Public Relations department and practice as a Public Relations Officer. The function of such a person is to manage those tasks and activities that would lead to effective service delivery in a Public Relations office, section or department.

Learners achieving this Qualification will be able to conduct Public Relations related tasks such as:

- Media relations.
- Corporate journalism.
- Designing, writing and editing communication material.
- Corporate identity and image management.
- Corporate advertising.
- Promotional activities including events.
- Communication research.
- Issue management.
- Marketing communication.
- Community relations and corporate social investment/responsibility.
- Public sector communication.

Learners credited with this qualification will be able to:

- Communicate within the Public Relations environment.
- Manage individual and organisational activities.

- Manage Public Relations tasks and projects.
- Apply integrated communication.

**Rationale:**

This Qualification will meet the needs of the Public Relations sector by providing training standards against which Public Relations Officers can be trained. This Qualification meets the needs of society by providing learners who are competent in the tasks required of them as managers, assistant managers or private consultants of a Public Relations department or projects thus contributing to the overall improvement of the public perception of the organisation both internally and externally.

This Qualification is the second of a series of Qualifications in Public Relations Practice. This Qualification and further work-place based experience will provide the learner possible access to further learning opportunities in Public Relations at NQF Level 6.

**The typical learner might:**

- Already be working in the Public Relations environment in a Public Relations department without having received any formal training.
- Likely to be a person who has been identified and selected from other organisational departments as having the potential to manage a Public Relations department.
- Possibly be wanting to go into or already be in private practice as a Public Relations consultant.
- A young adult school leaver interested in a career in Public Relations.

This Qualification will provide learning at a post school level and gives a solid grounding in both the knowledge and practical elements underpinning the main concepts in the field of Public Relations.

**RECOGNIZE PREVIOUS LEARNING?**

Y

**LEARNING ASSUMED IN PLACE**

It is assumed that the learner has the following knowledge and skills:

- Communication at NQF Level 4.
- Mathematical Literacy at NQF Level 4.
- Computer Literacy at NQF Level 3.

**Recognition of Prior Learning:**

This Qualification makes the Recognition of Prior Learning possible, if the learner is able to demonstrate competence in the knowledge, skills, values and attitudes implicit in this Marketing Qualification. Recognition of Prior Learning will be done by means of an Integrated Assessment as mentioned in the previous paragraph.

This Recognition of Prior Learning may allow:

- For accelerated access to further learning.
- Gaining of credits towards a Unit Standard.
- For full or partial recognition of the Qualification.

All recognition of Prior Learning is subject to quality assurance by the relevant accredited Education, Training, Quality, and Assurance Body and is conducted by a registered workplace

assessor. Because the standards are only core and fundamental, these standards may have been acquired in a range of economic sectors and these will be recognized as appropriate.

Access to the Qualification:

There is an open access to this qualification for learners who have successfully completed:

- The National Senior Certificate.
- The National Certificate: Vocational, NQF Level 4.
- The Further Education and Training Certificate: Public Relations Practice.

### **QUALIFICATION RULES**

The Qualification consists of a Fundamental, a Core and an Elective Component.

To be awarded the Qualification learners are required to obtain a minimum of 245 credits as detailed below.

Fundamental Component:

The Fundamental Component consists of Unit Standards to the value of 24 credits all of which are compulsory.

Core Component:

The Core Component consists of Unit Standards to the value of 204 credits all of which are compulsory.

Elective Component:

The Elective Component consists of a number of specialisations each with its own set of Unit Standards. Learners are to choose a specialisation area and then complete Unit Standards totalling a minimum of 17 credits from the Unit Standards listed under that specialisation. The specialisation areas are:

Consulting (60 Credits):

- "Analyse and make decisions for the development and selection of a specific consulting model" at NQF Level 5, 8 Credits.
- "Develop a consulting service ethic" at NQF Level 5, 5 Credits.
- "Develop and maintain effective working relationship with clients" at NQF Level 5, 8 Credits.
- "Know the client within a consulting contract" at NQF Level 5, 6 Credits.
- "Participate in the clarification of issues in a specific consulting engagement" at NQF Level 5, 5 Credits.
- "Provide administrative support to team within consulting context" at NQF Level 5, 5 Credits.
- "Tender for projects" at NQF Level 5, 7 Credits.
- "Research and provide after sales service of the consulting engagement" at NQF Level 5, 8 Credits.
- "Understand the business of consulting" at NQF Level 5, 8 Credits.

Media Co-ordination (19 Credits):

- "Manage media relations" at NQF Level 5, 8 Credits.
- "Demonstrate an understanding of the application of mass communication" at NQF Level 5, 5 Credits.
- "Plan and organise a media conference" at NQF Level 5, 6 Credits.

**Generalist (34 Credits):**

- "Apply financial practices and ratio analysis" at NQF Level 5, 8 Credits.
- "Develop plans to manage sponsorship for a recreation programme" at NQF Level 4, 4 Credits.
- "Demonstrate an understanding of public affairs" at NQF Level 5, 7 Credits.
- "Demonstrate an understanding of financial/investor relations" at NQF Level 5, 5 Credits.
- "Prepare employee communication materials" at NQF Level 5, 5 Credits.
- "Research the viability of new venture ideas/opportunities" at NQF Level 4, 5 Credits.

Additional specialisations for other sectors in which Public Relations are applicable and may be added to this Qualification once they are finalised.

**EXIT LEVEL OUTCOMES**

1. Communicate within the public relations environment.
2. Manage individual and organisational activities.
3. Manage public relations tasks and projects.
4. Apply integrated communication.

**Critical Cross-Field Outcomes:**

This Qualification promotes, in particular, the following Critical Cross-Field Outcomes:

Identifying and solving problems in which responses display that responsible decisions using critical and creative thinking have been made when:

- Communicating within the public relations environment.
- Managing individual and organisational activities.
- Managing public relations tasks and projects.
- Applying integrated communication.

Working effectively with others as a member of a team, group, organisation, and community during:

- Communication within the public relations environment.
- The management of individual and organisational activities.
- The management of public relations tasks and projects.
- The application of integrated communication.

Organising and managing oneself and one's activities responsibly and effectively when:

- Communicating within the public relations environment.
- Managing individual and organisational activities.
- Managing public relations tasks and projects.
- Applying integrated communication.

Communicate effectively using visual, mathematical and/or language in the modes of oral and/or written persuasion when:

- Communicating within the public relations environment.
- Managing individual and organisational activities.

- Managing public relations tasks and projects.
- Applying integrated communication.

Collecting, analysing, organising and critically evaluating information to better understand and explain:

- The public relations environment.
- Public relations tasks and projects.
- Integrated communication.

Using science and technology effectively and critically, showing responsibility towards the environment and health of others when:

- Communicating within the public relations environment.
- Managing individual and organisational activities.
- Managing public relations tasks and projects.
- Applying integrated communication.

Demonstrating an understanding of the world as a set of related systems by recognising that problem-solving contexts do not exist in isolation when:

- Applying integrated communication.

#### **ASSOCIATED ASSESSMENT CRITERIA**

Associated Assessment Criteria for Exit Level Outcome 1:

- 1.1 Research is conducted in order to collect and analyse information for public relations material.
- 1.2 Public relations material is produced taking into consideration intellectual property and copyright practices.
- 1.3 Writing, proofreading, editing and publishing skills are applied in the production of public relations material.
- 1.4 Public relations material is presented to stakeholders and/or the media.

Associated Assessment Criteria for Exit Level Outcome 2:

- 2.1 Project management practices are applied in individual and organisational activities.
- 2.2 Public relations project activities and objectives are negotiated with stakeholders.
- 2.3 Resource planning is conducted for public relations related activities.
- 2.4 Labour relation legislation is applied during public relations activities.

Associated Assessment Criteria for Exit Level Outcome 3:

- 3.1 Internal and external public relations programmes are developed for implementation by the organisation.
- 3.2 Corporate social programmes are identified and evaluated for uptake by the organisations.
- 3.3 Target markets are analysed so as to ensure the best positioning of the organisation in terms of branding and image.
- 3.4 The relationship with the media is managed so as to ensure the best positioning of the organisation in terms of media coverage and public perception.
- 3.5 Organisational crises management plans are implemented so as to protect the interests of the organisation.

Associated Assessment Criteria for Exit Level Outcome 4:

- 4.1 An understanding is demonstrated of public relations as an entity of integrated marketing communications and its application within the organisation.
- 4.2 An integrated marketing communication strategy is developed for the organisation taking into account other organisational stakeholders.
- 4.3 Communication management systems and activities are managed in an integrated means.
- 4.4 Relationships with internal and external stakeholders are established and maintained following communication practices and protocols.

#### Integrated Assessment:

Because assessment practices must be open, transparent, fair, valid, and reliable and ensure that no learner is disadvantaged in any way whatsoever, an integrated assessment approach is incorporated into the Qualification. Learning, teaching and assessment are inextricably linked. Whenever possible, the assessment of knowledge, skills, attitudes and values shown in the unit standards should be integrated.

A variety of methods must be used in assessment and tools and activities must be appropriate to the context in which the learner is working. Where it is not possible to assess the learner in the workplace or on-the-job, simulations, case studies, role-plays and other similar techniques should be used to provide a context appropriate to the assessment.

The term 'Integrated Assessment' implies that theoretical and practical components should be assessed together. During integrated assessments the assessor should make use of formative and summative assessment methods and assess combinations of practical, applied, foundational and reflective competencies.

Assessors and moderators should make use of a range of formative and summative assessment methods. Assessors should assess and give credit for the evidence of learning that has already been acquired through formal, informal and non-formal learning and work experience.

Assessment should ensure that all Specific Outcomes, Essential Embedded Knowledge and Critical Cross-Field Outcomes are assessed. The assessment of the Critical Cross-Field Outcomes should be integrated with the assessment of Specific Outcomes and Essential Embedded Knowledge.

#### **INTERNATIONAL COMPARABILITY**

##### Best Practice:

Pinnacle, an internationally based provider in the field of Public Relations, was identified by the Task Team Public Relations as applying best practice training in the field of Public Relations.

Further the following institutions in the following countries were identified by the Task Team Public Relations as providers that apply best practice in Public Relations training:

- India: The Indian Institute for Mass Communications.
- United Kingdom: The Chartered Institute of Public Relations.
- United States of America: The University of Washington Extension and Rowan University.
- Canada: McMaster University and Langara College.

##### International:

Pinnacle is an international Public Relations training company with training centres in London, Brussels and Dubai. The Specialist Public Relations Programme is one of the programmes presented and the following aspects are covered in this programme:

- Public relations strategy.
- Advanced media relations.
- Crisis management.
- Media events.
- Creativity in public relations.
- Presentation skills.
- Preparing spokespeople.
- Running an effective press office.
- Internal communications.
- Running international public relations campaigns.
- Corporate social responsibility.

Findings: All of the above mentioned aspects are contained in the National Diploma: Public Relations Practice, Level 5 except aspects to do with preparing spokespeople.

India:

The Indian Institute for Mass Communications situated in New Delhi presents a Post Graduate Diploma in Advertising and Public Relations. The diploma contains the following subjects:

- Communication.
- Marketing.
- Advertising concepts and principles.
- Creativity and campaign planning.
- Public relations.
- Corporate communication.
- Oral and visual communication.
- Production techniques and methods.
- Media planning.
- Research methods and application.

Findings: All of the above mentioned aspects are inherent in the National Diploma: Public Relations Practice, NQF Level 5. Further the National Diploma: Public Relations Practice, NQF Level 5 makes provisional business management and project management competencies which are not contained in the above mentioned diploma.

The United Kingdom:

The Chartered Institute of Public Relations is situated in London and provides training opportunities in Public Relations. The following courses are offered which appear to be at the same level as the National Diploma: Public Relations Practice, NQF Level 5.

Advanced Certificate Course:

- Communication theories.
- Management skills.
- Writing skills.
- Media relations.
- Public relations in practice.

Diploma Course:

- Public relations as a management function.
- Strategic communications theories and techniques.
- Reputation management.

- Corporate responsibility and stakeholder theory.
- Organisational culture change and issues.
- Public relations planning and crisis management.

Findings: Together the two courses contain all of the above mentioned aspects in the National Diploma: Public Relations Practice, NQF Level 5 except aspects to do with organisational cultural change. Further the National Diploma: Public Relations Practice, NQF Level 5 makes provisional for project management competencies which are not contained in the above mentioned programme.

United States of America:

The University of Washington Extension offers various extra curricular courses in Public Relations. The following courses are offered which appear to be at the same level as the National Diploma: Public Relations Practice, NQF Level 5.

Intermediate Public Relations:

- Develop key public relations objectives.
- Develop a targeted annual public relations plan.
- Prepare for media interviews and draft responses.
- Develop and write briefing documents.
- Master the media interview.
- Understand key journalistic terminology.
- Prepare and write the coverage analysis report.

Advanced Public Relations:

- Develop and write a crisis management plan.
- Write initial statements for use in a crisis.
- Develop talking points.
- Locate trade shows and conferences.
- Develop and create speaking abstracts.
- Format, structure and write speeches.
- Use social media to gain market intelligence and wield influence.

Findings: All of the above mentioned aspects are inherent in the National Diploma: Public Relations Practice, NQF Level 5. Further the National Diploma: Public Relations Practice, NQF Level 5 makes provisional for project management competencies which are not contained in the above mentioned programme.

Canada:

McMaster University of Ontario offers a set of short courses in public relations. Together the short courses appear to be similar to the National Diploma: Public Relations Practice, NQF Level 5. The following make up the set of short courses:

- Introduction to public relations practice.
- Public relations writing.
- Public relations planning and management.
- Media relations.
- Business management for public relations.
- Management and evaluation in public relations.
- Issue and crisis communication planning.
- Employee communications.



- Social media.

Findings: All of the above mentioned aspects are inherent in the National Diploma: Public Relations Practice, NQF Level 5. Further the National Diploma: Public Relations Practice, NQF Level 5 makes provision for project management competencies which are not contained in the above mentioned programme.

Langara College in Vancouver offers a Certificate Programme in Public Relations. The programme contains the following subjects:

- Fundamentals of public relations.
- Writing for public relations.
- Media relations.
- Crisis/Issue management.
- Special event management.
- Writing skills improvement.
- Basic editing skills.
- Feature writing.
- Non-profit public relations.
- Entertainment public relations.
- Public relations issues and trends.
- Sponsorship public relations.
- Advertising public relations.
- Business in public relations.
- Ethics, slander and libel.

Findings: All of the above mentioned aspects are inherent in the National Diploma: Public Relations Practice, NQF Level 5. Further the National Diploma: Public Relations Practice, NQF Level 5 makes provision for project management competencies which are not contained in the above mentioned programme.

Conclusion:

All the programmes and courses compared in this International Comparability compare favourably to the National Diploma: Public Relations Practice, NQF Level 5 in terms of learning content. It was however found that the National Diploma: Public Relations Practice, NQF Level 5 generally contained additional learning in the form of project management.

### **ARTICULATION OPTIONS**

This Qualification lends itself to both vertical and horizontal articulation possibilities.

Horizontal articulation is possible with the following Qualifications:

- ID 58820: National Certificate: Advertising, NQF Level 5, 124 Credits.
- ID 60430: National Certificate: Marketing Practice, NQF Level 5, 120 Credits.
- ID 59387: National Certificate: Intellectual Property Administration, NQF Level 5, 122 Credits.
- ID 61593: National Diploma: Marketing Management, NQF Level 5, 243 Credits.
- ID 58977: National Certificate: Publishing, NQF Level 5, 143 Credits.

Vertical articulation is possible with the following qualifications:

- Diploma: Public Relations, NQF Level 6.
- ID 57671: National Diploma: Events Management, NQF Level 6, 380 Credits.
- Bachelor of Arts: Marketing Communication, NQF Level 6.
- Bachelor of Commerce: Marketing Management, NQF Level 6.

- Bachelor of Arts: Public Relations Management, NQF Level 6.

### **MODERATION OPTIONS**

- Anyone assessing a learner or moderating the assessment of a learner against this Qualification must be registered as an assessor with the relevant Education, Training, Quality, and Assurance (ETQA) Body.
- Any institution offering learning that will enable the achievement of this Qualification must be accredited as a provider with the relevant ETQA.
- Assessment and moderation of assessment will be overseen by the relevant ETQA according to the ETQA's policies and guidelines for assessment and moderation; in terms of agreements reached around assessment and moderation between ETQA's (including professional bodies); and in terms of the moderation guideline detailed immediately below.
- Moderation must include both internal and external moderation of assessments at exit points of the Qualification, unless ETQA policies specify otherwise. Moderation should also encompass achievement of the competence described both in individual Unit Standards, the integrated competence described in the Qualification.
- Anyone wishing to be assessed against this Qualification may apply to be assessed by any assessment agency, assessor or provider institution that is accredited by the relevant ETQA.

### **CRITERIA FOR THE REGISTRATION OF ASSESSORS**

For an applicant to register as an assessor, the applicant needs:

- A minimum of 2 (two) years' practical, relevant occupational experience.
- A relevant Qualification at NQF Level 6 or higher.
- To be registered as an assessor with the relevant ETQA.

### **NOTES**

N/A

### **UNIT STANDARDS**

	<b>ID</b>	<b>UNIT STANDARD TITLE</b>	<b>LEVEL</b>	<b>CREDITS</b>
Fundamental	252044	Apply the principles of knowledge management	Level 5	6
Fundamental	117539	Assess the quality of written text	Level 5	5
Fundamental	252022	Develop, implement and evaluate a project plan	Level 5	8
Fundamental	115790	Write and present for a wide range of purposes, audiences and contexts	Level 5	5
Core	252203	Demonstrate an understanding of the target market	Level 4	4
Core	335959	Develop and maintain a contact database	Level 4	5
Core	242840	Make oral presentations	Level 4	2
Core	242839	Research content for a presentation	Level 4	2
Core	252446	Acquire copyright permissions	Level 5	10
Core	252042	Apply the principles of ethics to improve organisational culture	Level 5	5
Core	255678	Collect and analyse information for research purpose	Level 5	15
Core	335956	Conduct desktop publishing	Level 5	5
Core	335955	Demonstrate an understanding of integrated marketing communication	Level 5	10
Core	114278	Demonstrate and apply an understanding of the Labour Relations Act (Act 66 of 1995)	Level 5	12
Core	335958	Develop an integrated marketing communication campaign	Level 5	10
Core	115828	Develop, implement and monitor promotional strategies	Level 5	5
Core	242727	Display versatile use of the voice for performance	Level 5	10
Core	252449	Identify intellectual property and materials	Level 5	15
Core	335963	Implement a corporate social programme	Level 5	10

	ID	UNIT STANDARD TITLE	LEVEL	CREDITS
Core	335961	Implement a crisis communication management plan	Level 5	7
Core	114226	Interpret and manage conflicts within the workplace	Level 5	8
Core	110360	Interview for a variety of journalistic purposes	Level 5	8
Core	243818	Negotiate agreements in simple to moderately complex situations	Level 5	4
Core	335996	Plan a public relations programme	Level 5	12
Core	335960	Prepare a research brief	Level 5	5
Core	252038	Prepare and manage a budget	Level 5	5
Core	252443	Propose tactics for protecting intellectual property	Level 5	15
Core	251963	Utilise communication and information management systems	Level 5	10
Core	115081	Write technical text within a specific field	Level 6	10
Elective	243611	Develop plans to manage sponsorship for a recreation programme	Level 4	4
Elective	114596	Research the viability of new venture ideas/opportunities	Level 4	5
Elective	119171	Analyse and make decisions for the development and selection of a specific consulting model	Level 5	8
Elective	252023	Apply financial practices and ratio analysis	Level 5	8
Elective	336019	Demonstrate an understanding of financial/investor relations	Level 5	4
Elective	336018	Demonstrate an understanding of public affairs	Level 5	7
Elective	336020	Demonstrate an understanding of the application of mass communication	Level 5	5
Elective	115394	Develop a consulting service ethic	Level 5	5
Elective	119173	Develop and maintain effective working relationship with clients	Level 5	8
Elective	115403	Know the client within a consulting contract	Level 5	6
Elective	336017	Manage media relations	Level 5	8
Elective	119175	Participate in the clarification of issues regarding a consulting engagement	Level 5	5
Elective	336021	Plan and organise a media conference	Level 5	6
Elective	335954	Prepare employee communication materials	Level 5	5
Elective	115406	Provide administrative support within a consulting context	Level 5	5
Elective	119084	Research and provide after sales service of the consulting engagement	Level 5	8
Elective	117515	Tender for projects	Level 5	7
Elective	115404	Understand the business of consulting	Level 5	8

**LEARNING PROGRAMMES RECORDED AGAINST THIS QUALIFICATION**

**None**



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**UNIT STANDARD:*****Prepare employee communication materials***

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
335954	Prepare employee communication materials		
<b>ORIGINATOR</b>		<b>PROVIDER</b>	
Task Team - Public Relations			
<b>FIELD</b>		<b>SUBFIELD</b>	
3 - Business, Commerce and Management Studies		Public Relations	
<b>ABET BAND</b>	<b>UNIT STANDARD TYPE</b>	<b>NQF LEVEL</b>	<b>CREDITS</b>
Undefined	Regular	Level 5	5

*This unit standard does not replace any other unit standard and is not replaced by another unit standard.*

**SPECIFIC OUTCOME 1**

Source and edit features and pictures for inclusion in an employee newsletter.

**SPECIFIC OUTCOME 2**

Arrange the layout and flow of articles.

**SPECIFIC OUTCOME 3**

Prepare employee newsletters for distribution.

**QUALIFICATIONS UTILISING THIS UNIT STANDARD**

	<b>ID</b>	<b>QUALIFICATION TITLE</b>	<b>LEVEL</b>
Elective	73129	National Diploma: Public Relations Practice	Level 5



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**UNIT STANDARD:*****Demonstrate an understanding of integrated marketing communication***

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
335955	Demonstrate an understanding of integrated marketing communication		
<b>ORIGINATOR</b>		<b>PROVIDER</b>	
Task Team - Public Relations			
<b>FIELD</b>		<b>SUBFIELD</b>	
3 - Business, Commerce and Management Studies		Public Relations	
<b>ABET BAND</b>	<b>UNIT STANDARD TYPE</b>	<b>NQF LEVEL</b>	<b>CREDITS</b>
Undefined	Regular	Level 5	10

***This unit standard replaces:***

US ID	Unit Standard Title	NQF Level	Credits	Replacement Status
119522	Demonstrate an understanding of and define integrated marketing communications and its role	Level 5	6	Will occur as soon as 335955 is registered

**SPECIFIC OUTCOME 1**

Define integrated marketing communication.

**SPECIFIC OUTCOME 2**

Explain integrated marketing communication from a global perspective.

**SPECIFIC OUTCOME 3**

Describe integrated marketing communication tools.

**QUALIFICATIONS UTILISING THIS UNIT STANDARD**

	ID	QUALIFICATION TITLE	LEVEL
Core	73129	National Diploma: Public Relations Practice	Level 5



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**UNIT STANDARD:****Conduct desktop publishing**

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
335956	Conduct desktop publishing		
<b>ORIGINATOR</b>		<b>PROVIDER</b>	
Task Team - Public Relations			
<b>FIELD</b>		<b>SUBFIELD</b>	
3 - Business, Commerce and Management Studies		Public Relations	
<b>ABET BAND</b>	<b>UNIT STANDARD TYPE</b>	<b>NQF LEVEL</b>	<b>CREDITS</b>
Undefined	Regular	Level 5	5

**This unit standard replaces:**

US ID	Unit Standard Title	NQF Level	Credits	Replacement Status
117666	Demonstrate an understanding of the principles, tools and process of desktop publishing	Level 5	4	Will occur as soon as 335956 is registered

**SPECIFIC OUTCOME 1**

Demonstrate an understanding of desktop publishing.

**SPECIFIC OUTCOME 2**

Apply the desktop publishing process.

**SPECIFIC OUTCOME 3**

Evaluate the completed work.

**SPECIFIC OUTCOME 4**

Prepare the completed layout for review or print.

**QUALIFICATIONS UTILISING THIS UNIT STANDARD**

	ID	QUALIFICATION TITLE	LEVEL
Core	73129	National Diploma: Public Relations Practice	Level 5



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**UNIT STANDARD:*****Develop an integrated marketing communication campaign***

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
335958	Develop an integrated marketing communication campaign		
<b>ORIGINATOR</b>		<b>PROVIDER</b>	
Task Team - Public Relations			
<b>FIELD</b>		<b>SUBFIELD</b>	
3 - Business, Commerce and Management Studies		Public Relations	
<b>ABET BAND</b>	<b>UNIT STANDARD TYPE</b>	<b>NQF LEVEL</b>	<b>CREDITS</b>
Undefined	Regular	Level 5	10

***This unit standard replaces:***

US ID	Unit Standard Title	NQF Level	Credits	Replacement Status
117640	Develop and present an Integrated Marketing Communication (IMC) campaign	Level 6	8	Will occur as soon as 335958 is registered

**SPECIFIC OUTCOME 1**

Apply the steps of integrated marketing communication campaign planning.

**SPECIFIC OUTCOME 2**

Apply the phases of the strategic and tactical development process.

**SPECIFIC OUTCOME 3**

Compare communication with other types of objectives.

**SPECIFIC OUTCOME 4**

Present an integrated marketing communication campaign.

**QUALIFICATIONS UTILISING THIS UNIT STANDARD**

	ID	QUALIFICATION TITLE	LEVEL
Core	73129	National Diploma: Public Relations Practice	Level 5



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**UNIT STANDARD:*****Develop and maintain a contact database***

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
335959	Develop and maintain a contact database		
<b>ORIGINATOR</b>		<b>PROVIDER</b>	
Task Team - Public Relations			
<b>FIELD</b>		<b>SUBFIELD</b>	
3 - Business, Commerce and Management Studies		Public Relations	
<b>ABET BAND</b>	<b>UNIT STANDARD TYPE</b>	<b>NQF LEVEL</b>	<b>CREDITS</b>
Undefined	Regular	Level 4	5

***This unit standard does not replace any other unit standard and is not replaced by another unit standard.***

**SPECIFIC OUTCOME 1**

Identify and source a contact database.

**SPECIFIC OUTCOME 2**

Develop a contact database.

**SPECIFIC OUTCOME 3**

Maintain a contact database.

**QUALIFICATIONS UTILISING THIS UNIT STANDARD**

	<b>ID</b>	<b>QUALIFICATION TITLE</b>	<b>LEVEL</b>
Core	73129	National Diploma: Public Relations Practice	Level 5





## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**UNIT STANDARD:****Prepare a research brief**

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
335960	Prepare a research brief		
<b>ORIGINATOR</b>		<b>PROVIDER</b>	
Task Team - Public Relations			
<b>FIELD</b>		<b>SUBFIELD</b>	
3 - Business, Commerce and Management Studies		Public Relations	
<b>ABET BAND</b>	<b>UNIT STANDARD TYPE</b>	<b>NQF LEVEL</b>	<b>CREDITS</b>
Undefined	Regular	Level 5	5

**This unit standard replaces:**

US ID	Unit Standard Title	NQF Level	Credits	Replacement Status
10082	Design a research brief	Level 6	10	Will occur as soon as 335960 is registered

**SPECIFIC OUTCOME 1**

Recommend a research brief.

**SPECIFIC OUTCOME 2**

Draw up a research brief.

**QUALIFICATIONS UTILISING THIS UNIT STANDARD**

	ID	QUALIFICATION TITLE	LEVEL
Core	73129	National Diploma: Public Relations Practice	Level 5



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**UNIT STANDARD:*****Implement a crisis communication management plan***

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
335961	Implement a crisis communication management plan		
<b>ORIGINATOR</b>		<b>PROVIDER</b>	
Task Team - Public Relations			
<b>FIELD</b>		<b>SUBFIELD</b>	
3 - Business, Commerce and Management Studies		Public Relations	
<b>ABET BAND</b>	<b>UNIT STANDARD TYPE</b>	<b>NQF LEVEL</b>	<b>CREDITS</b>
Undefined	Regular	Level 5	7

***This unit standard does not replace any other unit standard and is not replaced by another unit standard.***

**SPECIFIC OUTCOME 1**

Define the impact of a crisis on the organisation.

**SPECIFIC OUTCOME 2**

Formulate a crisis communication management plan.

**SPECIFIC OUTCOME 3**

Implement a crisis communication management plan.

**QUALIFICATIONS UTILISING THIS UNIT STANDARD**

	<b>ID</b>	<b>QUALIFICATION TITLE</b>	<b>LEVEL</b>
Core	73129	National Diploma: Public Relations Practice	Level 5



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**UNIT STANDARD:*****Implement a corporate social programme***

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
335963	Implement a corporate social programme		
<b>ORIGINATOR</b>		<b>PROVIDER</b>	
Task Team - Public Relations			
<b>FIELD</b>		<b>SUBFIELD</b>	
3 - Business, Commerce and Management Studies		Public Relations	
<b>ABET BAND</b>	<b>UNIT STANDARD TYPE</b>	<b>NQF LEVEL</b>	<b>CREDITS</b>
Undefined	Regular	Level 5	10

***This unit standard does not replace any other unit standard and is not replaced by another unit standard.***

**SPECIFIC OUTCOME 1**

Consider programme opportunities.

**SPECIFIC OUTCOME 2**

Implement a programme plan.

**SPECIFIC OUTCOME 3**

Evaluate the implementation of a programme.

**QUALIFICATIONS UTILISING THIS UNIT STANDARD**

	<b>ID</b>	<b>QUALIFICATION TITLE</b>	<b>LEVEL</b>
Core	73129	National Diploma: Public Relations Practice	Level 5



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**UNIT STANDARD:*****Plan a public relations programme***

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
335996	Plan a public relations programme		
<b>ORIGINATOR</b>		<b>PROVIDER</b>	
Task Team - Public Relations			
<b>FIELD</b>		<b>SUBFIELD</b>	
3 - Business, Commerce and Management Studies		Public Relations	
<b>ABET BAND</b>	<b>UNIT STANDARD TYPE</b>	<b>NQF LEVEL</b>	<b>CREDITS</b>
Undefined	Regular	Level 5	12

***This unit standard does not replace any other unit standard and is not replaced by another unit standard.***

**SPECIFIC OUTCOME 1**

Analyse the situation.

**SPECIFIC OUTCOME 2**

Set specific objectives for the public relations programme.

**SPECIFIC OUTCOME 3**

Analyse the target audience.

**SPECIFIC OUTCOME 4**

Develop the programme message.

**SPECIFIC OUTCOME 5**

Plan the evaluation of the programme.

**QUALIFICATIONS UTILISING THIS UNIT STANDARD**

	<b>ID</b>	<b>QUALIFICATION TITLE</b>	<b>LEVEL</b>
Core	73129	National Diploma: Public Relations Practice	Level 5



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**UNIT STANDARD:****Manage media relations**

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
336017	Manage media relations		
<b>ORIGINATOR</b>		<b>PROVIDER</b>	
Task Team - Public Relations			
<b>FIELD</b>		<b>SUBFIELD</b>	
3 - Business, Commerce and Management Studies		Public Relations	
<b>ABET BAND</b>	<b>UNIT STANDARD TYPE</b>	<b>NQF LEVEL</b>	<b>CREDITS</b>
Undefined	Regular	Level 5	8

***This unit standard does not replace any other unit standard and is not replaced by another unit standard.***

**SPECIFIC OUTCOME 1**

Identify appropriate media to suit the target audience.

**SPECIFIC OUTCOME 2**

Develop and manage mechanisms for interacting with the media.

**SPECIFIC OUTCOME 3**

Respond to media queries.

**SPECIFIC OUTCOME 4**

Evaluate media coverage.

**QUALIFICATIONS UTILISING THIS UNIT STANDARD**

	<b>ID</b>	<b>QUALIFICATION TITLE</b>	<b>LEVEL</b>
Elective	73129	National Diploma: Public Relations Practice	Level 5



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**UNIT STANDARD:*****Demonstrate an understanding of public affairs***

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
336018	Demonstrate an understanding of public affairs		
<b>ORIGINATOR</b>		<b>PROVIDER</b>	
Task Team - Public Relations			
<b>FIELD</b>		<b>SUBFIELD</b>	
3 - Business, Commerce and Management Studies		Public Relations	
<b>ABET BAND</b>	<b>UNIT STANDARD TYPE</b>	<b>NQF LEVEL</b>	<b>CREDITS</b>
Undefined	Regular	Level 5	7

***This unit standard does not replace any other unit standard and is not replaced by another unit standard.***

**SPECIFIC OUTCOME 1**

Explain the need for public affairs.

**SPECIFIC OUTCOME 2**

Describe the nature and techniques of public affairs.

**SPECIFIC OUTCOME 3**

Describe the governmental structures relating to public affairs.

**QUALIFICATIONS UTILISING THIS UNIT STANDARD**

	<b>ID</b>	<b>QUALIFICATION TITLE</b>	<b>LEVEL</b>
Elective	73129	National Diploma: Public Relations Practice	Level 5



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**UNIT STANDARD:*****Demonstrate an understanding of financial/investor relations***

<b>SAQA US ID</b>		<b>UNIT STANDARD TITLE</b>	
336019		Demonstrate an understanding of financial/investor relations	
<b>ORIGINATOR</b>		<b>PROVIDER</b>	
Task Team - Public Relations			
<b>FIELD</b>		<b>SUBFIELD</b>	
3 - Business, Commerce and Management Studies		Public Relations	
<b>ABET BAND</b>	<b>UNIT STANDARD TYPE</b>	<b>NQF LEVEL</b>	<b>CREDITS</b>
Undefined	Regular	Level 5	4

***This unit standard does not replace any other unit standard and is not replaced by another unit standard.***

**SPECIFIC OUTCOME 1**

Explain investor/financial relations.

**SPECIFIC OUTCOME 2**

Demonstrate an understanding of the importance of investor/financial relations.

**SPECIFIC OUTCOME 3**

Explain the legal requirements associated with investor/financial relations.

**QUALIFICATIONS UTILISING THIS UNIT STANDARD**

	<b>ID</b>	<b>QUALIFICATION TITLE</b>	<b>LEVEL</b>
Elective	73129	National Diploma: Public Relations Practice	Level 5



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**UNIT STANDARD:*****Demonstrate an understanding of the application of mass communication***

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
336020	Demonstrate an understanding of the application of mass communication		
<b>ORIGINATOR</b>		<b>PROVIDER</b>	
Task Team - Public Relations			
<b>FIELD</b>		<b>SUBFIELD</b>	
3 - Business, Commerce and Management Studies		Public Relations	
<b>ABET BAND</b>	<b>UNIT STANDARD TYPE</b>	<b>NQF LEVEL</b>	<b>CREDITS</b>
Undefined	Regular	Level 5	5

***This unit standard does not replace any other unit standard and is not replaced by another unit standard.***

**SPECIFIC OUTCOME 1**

Explain mass communication.

**SPECIFIC OUTCOME 2**

Analyse channels of mass communication.

**SPECIFIC OUTCOME 3**

Illustrate the application of mass communication channels.

**QUALIFICATIONS UTILISING THIS UNIT STANDARD**

	<b>ID</b>	<b>QUALIFICATION TITLE</b>	<b>LEVEL</b>
Elective	73129	National Diploma: Public Relations Practice	Level 5





## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**UNIT STANDARD:*****Plan and organise a media conference***

<b>SAQA US ID</b>	<b>UNIT STANDARD TITLE</b>		
336021	Plan and organise a media conference		
<b>ORIGINATOR</b>		<b>PROVIDER</b>	
Task Team - Public Relations			
<b>FIELD</b>		<b>SUBFIELD</b>	
3 - Business, Commerce and Management Studies		Public Relations	
<b>ABET BAND</b>	<b>UNIT STANDARD TYPE</b>	<b>NQF LEVEL</b>	<b>CREDITS</b>
Undefined	Regular	Level 5	6

***This unit standard does not replace any other unit standard and is not replaced by another unit standard.***

**SPECIFIC OUTCOME 1**

Plan a media conference.

**SPECIFIC OUTCOME 2**

Prepare media information material.

**SPECIFIC OUTCOME 3**

Organise the media conference.

**QUALIFICATIONS UTILISING THIS UNIT STANDARD**

	<b>ID</b>	<b>QUALIFICATION TITLE</b>	<b>LEVEL</b>
Elective	73129	National Diploma: Public Relations Practice	Level 5



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY (SAQA)

In accordance with Regulation 24(c) of the National Standards Bodies Regulations of 28 March 1998, the Task Team for

### Dietetics

registered by Organising Field 09 – Health Sciences and Social Services, publishes the following Qualification for public comment.

This notice contains the titles, fields, sub-fields, NQF levels, credits, and purpose of the Qualification. The full Qualification can be accessed via the SAQA web-site at [www.saqqa.org.za](http://www.saqqa.org.za). Copies may also be obtained from the Directorate of Standards Setting and Development at the SAQA offices, SAQA House, 1067 Arcadia Street, Hatfield, Pretoria.

Comment on the Qualification should reach SAQA at the address below and **no later than 31 Augusts 2009**. All correspondence should be marked **Standards Setting – Task Team for Dietetics** and addressed to

The Director: Standards Setting and Development  
SAQA

*Attention: Mr. E. Brown*

Postnet Suite 248

Private Bag X06

Waterkloof

0145

or faxed to 012 – 431-5144

e-mail: [ebrown@saqa.org.za](mailto:ebrown@saqa.org.za)



D. MPHUTHING

ACTING DIRECTOR: STANDARDS SETTING AND DEVELOPMENT



## SOUTH AFRICAN QUALIFICATIONS AUTHORITY

**QUALIFICATION:**  
**Bachelor of Science: Dietetics**

SAQA QUAL ID	QUALIFICATION TITLE		
73169	Bachelor of Science: Dietetics		
ORIGINATOR	PROVIDER		
TT - Dietetics			
QUALIFICATION TYPE	FIELD	SUBFIELD	
Professional Qualification	9 - Health Sciences and Social Services	Promotive Health and Developmental Services	
ABET BAND	MINIMUM CREDITS	NQF LEVEL	QUAL CLASS
Undefined	480	Level 7	Regular-ELOAC

***This qualification does not replace any other qualification and is not replaced by another qualification.***

**PURPOSE AND RATIONALE OF THE QUALIFICATION**

Purpose:

This Qualification is intended to develop a learner with the scientific knowledge, skills and attitudes necessary to practice independently in any of the areas of therapeutic nutrition, community nutrition and food service management, in line with national and international trends.

The qualifying learner will be able to function independently within the public and private sectors by competently applying an integration of theoretical principles, proven techniques, practical experience and appropriate skills in order to:

- Provide an independent, specialized nutritional service to all sectors of the community.
- Apply management, education and research skills in a supervisory, clinical governance and/or quality assurance capacity within the healthcare and food service environments.
- Uphold professional and ethical standards of practice.
- Become a reflective practitioner and life long learner within the area of nutrition.

Successful completion of this Qualification will enable the learner to register as a Dietician with the Health Professions Council of South Africa (HPCSA).

Although the Qualification falls within the sub-field of Promotive Health and Developmental Services, it is also applicable to the other three sub-fields, viz., Preventive Health, Curative Health and Rehabilitative Health and Services.

Rationale:

This Qualification in dietetics is based on a need in the market for competent dietetic practitioners (dietitians) who are in possession of graduate-level scientific knowledge, skills and attitudes necessary to practice independently in any of the areas of therapeutic (clinical) nutrition, community nutrition and food service management, in line with national and international trends and who can be registered with the Health Professions Council of South Africa (HPCSA) as independent practitioners.

This Qualification aims to promote an understanding of the multi-disciplinary approach to effective, efficient patient care. In addition, this Qualification aims to produce a professional

practitioner who will take cognisance of South African history and will be able to adapt to the unique circumstances of a changing South Africa with emphasis on equity in health care, social upliftment and reduction of the burden of disease.

### **RECOGNIZE PREVIOUS LEARNING?**

Y

### **LEARNING ASSUMED IN PLACE**

It is assumed that learners are competent in:

- Communication at NQF Level 4.
- Mathematics at NQF Level 4.
- Life Sciences at NQF Level 4.

It is strongly recommended that the learner also be competent in basic computer skills.

Recognition of Prior Learning:

This Qualification may be achieved in part through Recognition of Prior Learning, in accordance with the policies and procedures of the individual institutions and in agreement with the relevant ETQA, on presenting relevant evidence that meets the outcomes stated in the Qualification document.

Access to the Qualification:

Learners accessing this Qualification will be expected to be in possession of a Grade 12 Qualification or recognised equivalent, at NQF Level 4, and comply with the selection policy of the relevant Provider with the agreement of the relevant ETQA.

### **QUALIFICATION RULES**

The Fundamental Component of the Qualification is compulsory and comprises natural sciences that form the basis of nutritional and dietetics learning, as well as the managerial, ethical and legal learning components, to the value of 144 Credits.

The Core Component of the Qualification is compulsory and comprises all the learning essential to the practice of dietetics, to the value of 320 Credits.

The Elective Component must be completed for the learner to be awarded this Qualification and takes the form of a research project based on professionally directed subjects/areas of choice to the minimum value of 16 Credits.

### **EXIT LEVEL OUTCOMES**

1. Apply the principles of professional ethics and relevant current legislation in interactions with clients and colleagues.
2. Apply and uphold the principles of the Bill of Rights whilst interacting with colleagues and patients taking human diversity into account.
  - Range of diversity: Race, culture, religion, ethnicity, language, sexual orientation, political orientation, age, differential abilities, socio-economic status.
3. Apply the foundational knowledge and principles of natural sciences in a nutritional context.
4. Assess and evaluate the nutritional status and concomitant health risks of individuals and groups in communities and institutions.

5. Develop, implement, evaluate and document community-based nutritional services for specific groups.

- Range of groups: Children from birth to puberty; adolescents; adults; pregnant women; the elderly.

6. Integrate and apply appropriate approaches and techniques to effectively manage a clinical nutritional service.

7. Develop research skills and conduct a research project within the field of nutrition and present the project according to required research practice.

Critical Cross-Field Outcomes:

- Identifying and solving problems using critical and creative thinking are demonstrated in the assessment and treatment of patients.
- Working effectively with others as a member of the team, group, organisation and community is demonstrated within the context of providing a comprehensive nutritional service.
- Organising and managing oneself and one's activities responsibly and effectively is demonstrated in the preparation for presenting and managing a nutrition service.
- Collecting, analysing, organising and critically evaluating information is demonstrated in the assessment and treatment of patients.
- Communicating effectively using visual, mathematical and/or language skills in the modes of oral and or written presentation is demonstrated through reports and the handover of patients to other services and in demonstrating cultural and aesthetic sensitivity when dealing with patients, colleagues and communities.
- Effective use of science and technology, showing responsibility towards the environment and health of others is demonstrated in all the actions required in providing a successful nutrition service.
- Demonstrating an understanding of the world as a set of related systems by recognising that problem solving contexts do not exist in isolation is demonstrated in all the actions required in providing nutrition services in a variety of settings.

#### **ASSOCIATED ASSESSMENT CRITERIA**

Associated Assessment Criteria for Exit Level Outcome 1:

1.1 Patients' physical and psychological needs are recognised, assessed and responded to with due regard for human dignity.

1.2 Ethical codes, professional accountability and responsibility and standards for the practice of dietetics are applied consistently in interactions with patients, colleagues and social contacts outside of the working milieu.

1.3 All interactions with patients, colleagues and other stakeholders promote human dignity and are undertaken with due sensitivity to ethnic, cultural, linguistic, religious and gender diversity.

1.4 Ethical principles of beneficence, autonomy, justice, truth telling, promise keeping and confidentiality are appropriately applied in all contexts in accordance with the provisions and rules of the Codes of Ethics of the Health Professional Council of South Africa and professional associations.

Associated Assessment Criteria for Exit Level Outcome 2:

2.1 Patient rights are acknowledged and adhered to at all times according to the Bill of Rights and Patient Charter.

2.2 Effective and appropriate communication is engaged in with the patient and other members of the health care team in a multicultural context with due regard for human dignity and patient confidentiality.

2.3 Practice demonstrates awareness of different viewpoints and values and the ability to appreciate these in relation to own views and values.

- 2.4 Assessments explicitly include analyses of possible elements of diversity that may impact on the professional relationship.
- 2.5 Interaction and teamwork within the practice context reflect understanding and acceptance of diversity.
- 2.6 Referrals are appropriate to and in accordance with the unique needs of each patient.

Associated Assessment Criteria for Exit Level Outcome 3:

- 3.1 Limitations in the use of biochemical measurements in the assessment of an individual's nutritional status are described in terms of interpreting biochemical data.
- 3.2 Various techniques used for assessing dietary intake in individuals and groups are explained in terms of quality assurance and use of instruments/tools.
- 3.3 Anthropometric evaluation of the human body is explained in terms of equipment, sites of measurements and significance of findings for estimation of nutritional status.
- 3.4 The role of a community profile is explained in terms of assessing the socio-demographic status of specific individuals and groups.
- 3.5 Clinical assessment is described and demonstrated in terms of the estimation of nutritional status, the recognition of nutritional deficiencies and the steps to be taken to rectify recognised problems.

Associated Assessment Criteria for Exit Level Outcome 4:

- 4.1 Standard screening tools are applied to predict the type and severity of nutrition-related health issues in individuals and communities.
- 4.2 A nutritional diagnosis is compiled based on the integration of assessment data.
- 4.3 The effects of disease on the nutritional status of individuals and groups is described in terms of the underlying mechanisms of disease processes.
- 4.4 The interrelationship of culture and religion with food preferences and eating behaviour is explained in terms of the effects on nutritional status.

Associated Assessment Criteria for Exit Level Outcome 5:

- 5.1 Relevant stakeholders are approached to collaborate in the development of a community-based nutritional service.
- 5.2 Relevant intervention strategies to address nutrition and related health issues are designed and tested with the assistance of the community leaders.
- 5.3 A nutrition care and education programme is developed to address the specific disease conditions and special nutritional needs for identified groups within the community.
- 5.4 The procurement, control, storage and distribution of food is managed in terms of special needs for special patients and/or groups.
- 5.5 Caregivers are educated in the compilation of food and special nutritional products under hygienic conditions to meet the needs of the identified target groups.
- 5.6 The uptake and acceptance of the the nutritional programme by community members are monitored over a specific period and observations and outcomes are documented.
- 5.7 A report is delivered to the nutrition service manager with recommendations in terms of continuity, changes to and expansion of the service.

Associated Assessment Criteria for Exit Level Outcome 6:

- 6.1 The functions and resource requirements for a clinical nutritional service are identified and discussed with the multidisciplinary healthcare team.
- 6.2 An operational or business plan is compiled in terms of the identified functions.
- 6.3 Human resource management principles for a clinical nutritional service are described and contextualised for a community service.
- 6.4 An operational budget to cover the needs of a specified clinical nutritional service is calculated according to the relevant institutional policies and budgeting restraints.

6.5 The clinical nutritional service is managed according to the established operational policy and procedures and reports are submitted every quarter.

6.6 The clinical nutritional service is evaluated in terms of the reports and revised according to quality audit findings.

Associated Assessment Criteria for Exit Level Outcome 6:

7.1 Research needs within the field of nutrition are identified and an appropriate area for research is selected.

7.2 Quantitative and qualitative research methods are explained and discussed as possible solutions to own research needs.

7.3 A professional research proposal within the field of nutrition is developed, motivated and presented.

7.4 Research is conducted ethically according to established research methodology and practice.

7.5 Research findings and conclusions are prepared and presented in a research report according to the required research practice.

Integrated Assessment:

Integrated assessment strategies are applied throughout the course of learning for this Qualification, in both formative and summative assessment. Integrated assessment takes the form of a variety of appropriate assessment methods, which include: Written assignments; practical assessments; literature reviews; field reports and/or workbooks; informal tests; case studies; class presentations; peer evaluation; simulations in structured learning environments.

Formative Assessment:

Learning and assessment are integrated. The scheme of work includes tests and assignments, practical work and competency evaluation of practical skills. The process is continuous and focuses on smaller sections of the work in limited number of outcomes.

Summative Assessment:

Summative assessments evaluate the learners' abilities to manage and integrate larger bodies of knowledge and to achieve the stated outcomes. The summative assessments also focus on the learners' ability to integrate knowledge and skills in the particular area of specialisation. Summative assessments include theoretical and practical assessments.

### **INTERNATIONAL COMPARABILITY**

The regulations for the profession of dietetics in terms of the Medical, Dental and Supplementary Health Service Professions Act, Act 56 of 1974, state the actions which comprise the Scope of Practice of Dieticians in South Africa. These include:

- Applying knowledge and skills by:
  - Establishing and applying of guidelines for the maintenance of healthy nutritional practices for individuals.
  - Applying of dietary principles as part of the treatment of an individual, relative to a specific disease and following prescription by a medical doctor.
  - Establishing and applying of guidelines for adequate food and nutrition in the community in institutions for healthy and for ill persons.
  - Participating in research on aspects of dietetics.
  - Participating in formal and informal education in the field of dietetics.
- Promoting of community nutrition by:
  - Accurately interpreting the science of normal and therapeutic nutrition.

- Professionally communicating the based nutrition knowledge, according to need, to individuals and groups within the community in order to motivate them to maintain or change nutritional behaviour in order to improve quality of life and to prevent nutrition-related diseases.
- Contributing to therapeutic nutrition by compiling and applying scientifically-justifiable dietary measures as part of the treatment of a patient or client following referral by, or consultation with a medical doctor.
- Promoting food service administration by planning, developing, controlling, implementing, evaluating and guiding suitable food service systems for the provision of balanced nutrition to groups in the community and in institutions for healthy and/or ill persons.

The Association for Dietetics in South African (ADSA) is affiliated to the International Affiliation of Dietetics Associations (IADA). During the generation process this Qualification, in keeping with the terms of the applicable Legislation, was compared with and compiled according to international best practice. This Qualification compares favourably to similar qualifications in the international arena.

South Africa is one of only a few African countries that offers any kind of programme in Dietetics and is recognised as a leader in the Profession of Dietetics on the Sub-continent.

In terms of the international affiliation, graduates from South Africa are known to be eligible for registration with relevant professional regulatory bodies in the United Kingdom, the United States of America, Canada, Australia and New Zealand after presenting the qualification course outlines to the applicable bodies and/or writing the required entrance examinations.

Conclusion:

This Qualification compares favourably with international best practice and leads the way on the African continent for establishing standards in the field of education in dietetics.

#### **ARTICULATION OPTIONS**

This Qualification articulates horizontally with other like degrees in the fields of health, agricultural and natural sciences, such as the generic Bachelor of Science (ID: 35954).

This Qualification articulates vertically with any applicable Master's degree at NQF Level 9.

#### **MODERATION OPTIONS**

- Providers offering learning towards this qualification must be accredited by the relevant ETQA, currently the HEQC, in conjunction with the Health Professions Council of South Africa (HPCSA). In particular, accreditation is dependent on providers demonstrating that their curricula and/or learning programme/s meet the requirements specified by the HPCSA.
- Moderation of assessment will be overseen by the appropriate ETQA according to moderation principles and procedures.

#### **CRITERIA FOR THE REGISTRATION OF ASSESSORS**

- Assessors must be registered in terms of the requirements of the relevant ETQA.
- Assessors and moderators must be used in a manner that fits into the quality management system of the provider and in accordance with the institutional tuition and assessment policies. This must also apply to the appointment of outside assessors and/or moderators.

#### **NOTES**

Registration with the HPCSA as a Learner Dietician is a statutory requirement when learners engage in providing services to individuals, groups and/or communities.

Following completion of this Qualification, the successful learner is expected to complete a period of community service in terms of current legislative requirements before full registration as a professional dietician with the HPCSA can be obtained.



**UNIT STANDARDS**

*This qualification is not based on Unit Standards.*

**LEARNING PROGRAMMES RECORDED AGAINST THIS QUALIFICATION**

*None*