



## **Supporting the Melbourne Mandate Continuing Professional Development**

This framework has been developed to support the implementation of the Melbourne Mandate and serve as a guide to professional development, based on the Mandate pillars of character, listening and responsibility.

As an 'association of associations' the Global Alliance can only provide guidance as to the type of training and professional development provision each association makes available to its members. Some GA members have advanced CPD programmes while others are at the start of their professional development journey.

The GA framework can be used as a tool to enhance existing provision or to inform those who are seeking to deliver a practical programme that will help practitioners of all levels deliver public relations and communication programmes that are in keeping with the Melbourne Mandate principles.

We work in an increasingly complex environment and the core communication skills – written, oral, visual and experiential – long associated with public relations and communication management must be supplemented with a range of additional competencies. To do this, practitioners will have to make a personal commitment to life-long learning, regardless of seniority, or face being left behind. Indeed, as our operating environment becomes ever-more complex, the one certainty, whether as associations or as individuals, is that there is always something new to learn.

The Global Alliance will actively encourage members to assess their existing CPD programmes against the Melbourne Mandate, giving particular attention to the areas of research, analysis, measurement and evaluation, ethics and law.



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