

**SKILLS FRAMEWORK FOR MEDIA
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Analytics and Customer Insights					
TSC Title	Project Feasibility Assessment					
TSC Description	Assess the business environment and organisational capabilities to evaluate and determine the feasibility of a project					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
				MED-PMT-4009-1.1	MED-PMT-5009-1.1	
				Assess the business environment and organisational capabilities and prepare financial projections, as well as report findings to relevant stakeholders	Evaluate and determine feasibility of projects for the organisation, recommend the authorisation of projects and evaluate business environment, cost and organisation capabilities to determine project feasibility	
Knowledge				<ul style="list-style-type: none"> Industry, business and competitor trends Tools to evaluate business environment Impacts of project feasibility studies on assessment process Methods to use and prepare assessment models Key cost-benefit indicators Assumptions of financial models Components of feasibility study reports 	<ul style="list-style-type: none"> Industry, business and competitor trends Tools to evaluate business environment Key cost-benefit indicators Assumptions of financial models Measures of project benefits and outcomes Project objectives and scope 	
Abilities				<ul style="list-style-type: none"> Assess the business environment to determine potential challenges faced Assess organisational capabilities to assist in project feasibility determination Prepare financial projections to facilitate 	<ul style="list-style-type: none"> Evaluate the business environment to determine potential challenges faced Evaluate organisational capabilities for project feasibility determination Report findings to relevant stakeholders 	

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				<p>project feasibility assessment</p> <ul style="list-style-type: none"> • Report findings to relevant stakeholders in accordance with organisational procedures to ensure stakeholders are updated and consulted • Seek feedback from direct report to review project feasibility assessment and identify areas for improvement 	<ul style="list-style-type: none"> • Propose project initiation decisions with supporting rationale • Evaluate alignment of project with organisational objectives to determine project feasibility • Assess feasibility of carrying out project based on organisational capabilities to determine project feasibility • Recommend authorisation of projects in accordance with feasibility assessment results to support organisational objectives • Seek input from direct reporting officer to add value to the project feasibility assessment findings and recommendations 	
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