

STAR

Situation, Task, Activity, Result/Responsibility

A methodology for writing compelling, evidence-based submission responses.

STAR is an acronym for a structured response framework to help you answer submission questions. Using a methodology like STAR ensures you provide evidence and a “star quality” to back up your claims or proposals. This info-sheet gives you a break-down of the different sections of STAR and provides some examples to help you develop skills in writing submission responses.

Section	How To	Example (first draft)
S - Situation	Set the context for your response. Generally, you will have an introductory sentence that answers the question and makes a claim (see sample below). This introductory sentence is then followed by a quick description of the situation you are using to highlight your capability.	Case Study: Women in Politics program, initiated by DFAT, partnership with ANU and Emily’s list. Digital and Social media training for 220 women, with additional mentoring and follow up activities to enhance outcomes and deliver results (for participants and partners) and contract outcomes for our client.
T - Task	What was required of you? How did you approach the opportunity?	Contracted to deliver in-country training, Vanuatu, Papua New Guinea and Fiji Workshops: topics covered were social media and digital strategies to enhance reach, develop a platform based on policy and effective messaging, and protecting and enhancing your reputation and credibility online. Mentoring provided, via online and telephone sessions, for up to 12 months after the training to support participants.
A - Activity	How the task was applied in the real-world. What you actually propose doing to address the tender request.	Deliver 5-day program of workshops: lecture style with interactive activities Examine case studies and real word examples, to analyse best practice

		<p>Discuss and plan risk management and develop skills to address challenges in the social media space</p> <p>Build campaigns and develop an action plan and support network.</p>
<p>R - Result*</p>	<p>How well the situation played out.</p> <p>If you are writing about past successes, it's important to spell out the results of your activities.</p>	<p>Of the 220 participants, 80 ran a campaign in the following election cycle. 3 secured a seat in their local government election outcomes, 2 from political parties and 1 independent. This represented a 50% increase in women representation in politics. The following election cycle, 93 women ran a campaign, 5 secured a seat. Of the 3 women who successfully secured local government positions, 2 went on to campaign for federal representation and both won their seats.</p> <p>Training outcomes: 220 participants were surveyed on training outcomes 100% reported satisfaction with the knowledge and skills development program. 92% reported using social media to drive their campaigns. Mentors reported 80% of the participants managed their analytics independently, and 20% required specialist assistance to report effectively.</p>
OR		
<p>R - Responsibility</p>	<p>How well the proposed activities address the criteria and outcomes sought.</p> <p>If you are writing about future outcomes and likely results, it's important to nominate the responsibilities to meet the deliverables.</p>	<p>The Pacific Media Assistance Scheme (PACMAS): improve the capacity of journalists and communication practitioners in the Pacific to report responsibly on and mediate discussion about key issues affecting development.</p> <p>Australian Department of Foreign Affairs and Trade and managed by ABC International Development</p> <p>Ministry of Information but with representatives from six additional government departments.</p> <p>Training Needs Analysis.</p>

Sample

Digital & Social Media Training and Advisory Services - Australian Broadcasting Corporation: Education and Training Services.

Purpose of the procurement request

RFQ (request for quote) - Provision of Digital & Social Media Training and Advisory Services.

Criteria

Demonstrated experience in delivery of successful social and digital media strategy, social media campaigns, analytics and reporting.

Question

Proposed approach to deliver the requested example activity (delivery of a 5-day training activity in Suva Fiji for 20 participants primarily from the Ministry of Information but with representatives from six additional government departments. The training objective is to support participants to review their existing digital and social media performance and engagement and increase their capacity to meet citizen information needs. Identified priority areas for skills development include social media strategy, content creation and digital video production).

Response

Company x has a 20-year commitment to media training and has received numerous awards and recognition for social and digital media strategy, campaign development and reporting, and monitoring and evaluation against analytics.

In 2012, Company x was the Department of Foreign Affairs and Trade (DFAT) preferred supplier for Pacific Nations initiatives in Papua New Guinea, Vanuatu and Fiji for media and campaign development for Women in Politics. The program was a partnership with the Australian National University and Emily's List, designed to empower women to engage in politics and develop networks and mentoring to ensure long term outcomes for their political careers.

Our company was contracted to deliver in-country training to 220 women planning political, grassroots campaigns to engage in the election processes and run for local government. We presented social media and digital strategies to enhance reach, develop a platform based on policy and effective messaging, and protecting and enhancing your reputation and credibility online. Mentoring was provided to assist the participants to understand their analytics and create effective reports for ANU and DFAT. Of the 220 participants, 80 ran a campaign in the following election cycle. 3 secured a seat in their local government election outcomes, 2 from political parties and 1 independent. This represented a 50% increase in women representation in politics. The following election cycle, 93 women ran a campaign, 5 secured a seat. Of the 3 women who successfully secured local government positions, 2 went on to campaign for federal representation and both won their seats. The training program received a 100% satisfaction rating from 220 participants.

To provide training to the example activity, we propose a workshop program where key concepts and competencies are presented in a lecture format, with interactive activities delivered in the classroom to help participants apply new learning. Templates and workbooks will assist the participants to apply real world experiences and come away from the program with reference materials and an action plan to apply to their circumstances. Company x has numerous templates and workshop components that can be tailored to specific training needs. A Training Needs Analysis will be conducted to determine the levels and learning outcomes if selected to deliver training, prior to the workshop. 2 days of the 5-day program will be dedicated to content development, with small groups formed to work in a rotational delivery with media producers, photographers and videographers.

Mentors and additional coaching will help participants engage with journalists and media practitioners, and strategies will be identified, and an action plan built around assisting Ministry staff to identify stories that demonstrate increased economic growth, healthy and resilient communities, more efficient regional institutions, empowerment of women and girls.