# How can the Western Treatment Plant help Melbourne to thrive and adapt to an uncertain future?

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| Criteria for Assessment | Excelling5 | Proficient4 | Consolidating3 | Developing2 | Beginning0-1 |
| **Marketing plan*** **Target Audience**
 | Research on a specific target audience is thorough and insightful. The target audience’s concerns and priorities are well understood.  | An appropriate target audience has been selected and researched. The target audience’s concerns and priorities are referred to.  | An appropriate target audience has been selected.  | The target audience is not clear or may not be relevant to the task.  | The target audience has not been considered.  |
| **Marketing plan*** **Strategy**
* **Tagline**
* **Campaign product**
 | The execution of the campaign is highly effective and persuasive. All parts of the task have been addressed.  | The campaign is persuasive and the product is attractive. All parts of the task have been addressed.  | The strategy is appropriate and all or most parts of the task have been addressed.  | Some aspects of the task have not been completed or understood. The plan and product are relevant but could be improved with further drafting or editing.  | Some aspects of the task have been completed and understood. The campaign may lack clarity or relevance. The campaign could be improved with further drafting and editing. |
| **Presentation and group work** | The presentation makes excellent use of technology and is memorable, original, persuasive and engaging. The group collaborates in a constructive, equitable and organised manner and solved problems effectively.  | The presentation makes good use of technology and is effective and engaging. The group collaborates in an organised and constructive manner and seeks assistance when needed.  | Technology is used successfully as a creative tool or to collaborate. The presentation is informative and engaging. At times. the group made good use of the support available.  | The group is able to present their ideas for the social campaign. They would benefit from more detailed planning and seeking assistance when needed.  | The group were not able to coherently present their ideas for a social media campaign. The group struggled to work collaboratively and should have sought assistance to resolve problems.  |