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

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| Criteria for Assessment | Excelling  5 | Proficient  4 | Consolidating  3 | Developing  2 | Beginning  0-1 |
| **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. |