



Australian Government

**Assessment Requirements for
AURMCA002 Manage motor sport team
promotional partnerships and marketing**

Release: 1

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Modification History

| Release | Comment |
|-----------|-------------------------|
| Release 1 | New unit of competency. |

Performance Evidence

Before competency can be determined, individuals must demonstrate they can perform the following according to the standards defined in this unit's elements, performance criteria and foundation skills:

- prepare, present, implement and evaluate two different promotional proposals for a motor sport team, each of which must include:
 - profile of team and team members
 - team achievements
 - proposed partnership arrangements
 - marketing strategy for team events
 - benefits to promotional partner.

Knowledge Evidence

Individuals must be able to demonstrate knowledge of:

- procedures for identifying team marketing opportunities and promotional partner requirements, including analysis of strengths, weaknesses, opportunities and threats (SWOT)
- key components of Australian Consumer Law (ACL) relating to legal and ethical requirements of advertising, including misleading or deceptive conduct
- procedures for devising and implementing a motor sport team marketing strategy
- procedures for preparing promotional partnership proposals
- methods of presenting promotional partnership proposals to promotional partner representatives
- procedures for implementing promotional partnership activities, including:
 - methods of producing and required content of written contracts or agreements
 - procedures for monitoring promotional activities for effectiveness and value

- procedures for providing feedback to, and gaining feedback from, promotional partners.

Assessment Conditions

Assessors must satisfy NVR/AQTF assessor requirements.

Competency is to be assessed in the workplace or a simulated environment that accurately reflects performance in a real workplace setting.

Assessment must include direct observation of tasks.

Where assessment of competency includes third-party evidence, individuals must provide evidence that links them to the promotional partnerships and marketing that they have managed for a motor sport team, e.g. marketing brief.

Assessors must verify performance evidence through questioning on skills and knowledge to ensure correct interpretation and application.

The following resources must be made available:

- motor sport team or simulated team
- key components of Australian Consumer Law (ACL) relating to legal and ethical requirements.

Links

Companion Volume implementation guides are found in VETNet -
<https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=b4278d82-d487-4070-a8c4-78045ec695b1>

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