



Australian Government

AURMCA5002 Manage motorsport team promotional partnerships and marketing

Release 1

AURMCA5002 Manage motorsport team promotional partnerships and marketing

Modification History

Release	Comment
Release 1	Replaces AURM542638A Manage motorsport team promotional partnerships and marketing Unit code updated to meet policy requirements Reference to OHS legislation replaced with new WHS legislation Licensing statement added to unit descriptor

Unit Descriptor

Unit descriptor	<p>This unit of competency covers the skills and knowledge required to determine opportunities and requirements in relation to marketing the team and attracting and managing promotional partnerships.</p> <p>Licensing, legislative, regulatory or certification requirements may apply to this unit in some jurisdictions. Users are advised to check with the relevant regulatory authority.</p>
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Application of the Unit

Application of the unit	<p>This unit requires individuals to demonstrate discretion, judgement and problem-solving skills in researching opportunities and devising strategies.</p> <p>Competence may be demonstrated in a motorsport team workplace, a simulated environment, or workplaces of enterprises supporting and working closely with motorsport teams.</p>
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Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Not applicable.

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Research team marketing opportunities and promotional partner requirements	1.1. Team strengths, weaknesses, opportunities and threats (SWOT) are identified, analysed and documented 1.2. Team members and other parties are consulted and specialist marketing advice is sought where necessary and opportunities/requirements are documented 1.3. Promotional partner requirements are researched and documented 1.4. Principles, policies and strategic direction of the team are identified and documented to enable marketing effort to be focused 1.5. Workplace health and safety (WHS) requirements, including regulatory requirements and personal protection needs, are observed throughout the work
2. Devise and implement a team marketing strategy	2.1. Promotional strategies emphasising team strengths are analysed with team members 2.2. The legal, ethical and environmental constraints of the market are identified and their effect on marketing objectives determined 2.3. Promotional strategies are researched and a marketing strategy, including measurable performance targets, is developed and documented 2.4. Risk management strategies are developed and documented 2.5. Team members are briefed on their roles and responsibilities
3. Prepare promotional partnership proposals	3.1. Team funding/sponsorship amount and type required is determined 3.2. Networks for funding/sponsorship are researched and developed in line with the policies, aims and objectives of the team 3.3. Potential promotional partners are identified on the basis of supporting the principles and policies of the team and approached with the aim of forming a promotional partnership 3.4. Potential promotional partner requirements are researched and documented 3.5. Benefits to the promotional partner are identified and documented 3.6. Information regarding opportunities and benefits is prepared in a professional format and distributed to

ELEMENT	PERFORMANCE CRITERIA
	potential promotional partners
4. Present to promotional partners	<ul style="list-style-type: none">4.1. Follow-up is conducted with promotional partner persons to arrange meeting details4.2. Presentations and supporting material specific to potential promotional partners are prepared4.3. Introductory/supporting material is forwarded prior to the meeting4.4. Meeting with potential promotional partner is attended and presentation is conducted4.5. Follow-up information is supplied
5. Coordinate promotional partnership activities	<ul style="list-style-type: none">5.1. Written contracts/agreements are made with the promotional partner, including full details of the commitments made by both parties5.2. Team members are briefed on details and commitments of promotional partnership arrangements5.3. Activities are organised in accordance with promotional partnership agreements and agreements made are honoured5.4. Activities are monitored and evaluated in terms of team and promotional partner objectives5.5. Feedback is provided to and requested from promotional partner as required5.6. Payments from promotional partners and other contract formalities are actioned and monitored

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

Required skills include:

- collect, organise and understand information related to market information and promotional partner/s
- communicate ideas and information to enable effective presentation of proposals and strategies
- plan and organise activities including proposal and strategy presentation

REQUIRED SKILLS AND KNOWLEDGE

- work with others and in a team by recognising dependencies and using cooperative approaches to optimise workflow and productivity
- use mathematical ideas and techniques to correctly determine financial requirements and benefits
- use knowledge of group dynamics, scenario planning and the motorsport industry to match team and potential promotional partner requirements
- use workplace technology related to planning and presentation including computer software

Required knowledge

Required knowledge includes:

- controlling body rules, category rules and supplementary regulations
- WHS requirements, including state/territory and federal legislation, material safety management systems and local safe operating procedures
- legislation and codes of practice relating to ethical advertising
- intellectual property and copyright principles and practices
- communication principles
- marketing plan development
- presentation techniques

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Assessors must be satisfied that the candidate can competently and consistently:

- interpret and apply controlling body and category rules and supplementary regulations
- apply safety requirements, including the use of personal protective equipment
- follow task instructions, operating procedures and inspection processes to:
 - minimise the risk of injury to self or others
 - achieve required outcomes within team time and quality standards
- prepare and present a minimum of two (2) promotional proposals. Each proposal is to include, as a minimum:
 - a profile of the team and members
 - team achievements
 - proposed partnership arrangements
 - marketing strategy
 - benefits to promotional partner
- conduct work to quality and timeliness standards
- work effectively with others
- modify activities to cater for variations in workplace context and environment.

Context of, and specific resources for assessment

- Assessment may occur on the job or in a workplace simulated facility with process equipment, material, work instructions and deadlines.
- Assessment of this competence may include project related tasks and require portfolios or other forms of indirect evidence.
- Access to controlling body rules, category rules and supplementary regulations and legislation as identified in the Range Statement.

Method of assessment

- Assessment methods must confirm consistency of performance over time and in a range of workplace contexts.

EVIDENCE GUIDE

	<ul style="list-style-type: none"> • Assessment should be by direct observation of tasks and questioning on underpinning knowledge. • Assessment should be conducted over time and may be in conjunction with assessment of other units of competency. • Competence in this unit may be assessed in conjunction with other functional units which together form part of the holistic work role.
Guidance information for assessment	

Range Statement**RANGE STATEMENT**

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Promotional partners

Promotional partners include:

- existing or potential partners that are an external individual or organisation, providing financial or in-kind support to a motorsport team

Promotional partners may also be termed 'sponsors' or 'business partners'

Teams may have more than one promotional partner

There may be one major or exclusive promotional partner or a number of smaller promotional partners

WHS requirements

WHS requirements include:

- state/territory and federal legislation
- material safety management systems
- controlling body requirements
- manufacturer specifications and local safe

RANGE STATEMENT	
	operating procedures
Legislative requirements	Work is carried out in accordance with legislative obligations (including environmental requirements), health regulations and team insurance requirements
Resources	Resources may include: <ul style="list-style-type: none">• a computer and word-processing, presentation and spreadsheet software
Information/documents	Information/documents may include: <ul style="list-style-type: none">• controlling body rules, category rules and supplementary regulations• team policies and procedures on customer relations• contracted promotional partner requirements• task instructions including worksheets, checklists and plans• team procedures relating to reporting and communication• manufacturer/component supplier specifications and application procedures for presentation material• team policies and procedures relating to confidentiality and protection of intellectual property

Unit Sector(s)

Unit sector	Motorsport
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Co-requisite units

Not applicable.

Competency field

Competency field	Sales and Marketing
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