



Australian Government

**Assessment Requirements for
CPPDSM5025 Maintain public relations in
the property industry**

Release: 1

Assessment Requirements for CPPDSM5025 Maintain public relations in the property industry

Modification History

Release 1.

Replaces superseded equivalent CPPDSM5025A Maintain public relations in the property industry.

This version first released with CPP Property Services Training Package Version 5.

Performance Evidence

A person demonstrating competency in this unit must satisfy all of the elements, performance criteria, foundation skills and range of conditions of this unit.

The person must also promote and maintain positive public relations for an organisation in the property industry by:

- preparing one media release
- conducting one media interview
- demonstrating how to manage relationships and networks with the media in a positive and professional manner in response to both of the following situations:
 - undertaking a promotional activity for the property industry
 - responding to adverse media coverage.

In doing the above, the person must:

- conduct media interviews that provide clear and accurate information in a professional manner and are appropriate and sensitive to the audience
- maintain positive relationships and networks with the media and industry personnel through effective communication and interpersonal techniques
- promote and maintain positive public relations for the organisation and property industry
- apply knowledge of organisation's practices, ethical standards and legislative requirements associated with preparing and distributing media releases that present a positive image for the property organisation and its clients
- review work processes to include feedback from colleagues and clients on strategies to further improve and maintain media relationships and networks.

Knowledge Evidence

A person demonstrating competency in this unit must demonstrate knowledge of:

- forms of media
- types of media organisations in the property industry, including electronic and print
- media processes and protocols

- processes for conducting media interviews
- processes for preparing and distributing media releases
- social networking techniques
- sources of advice for dealing with the media
- techniques for dealing with adverse media coverage
- techniques for managing relationships with media and media networks
- trends in media use
- ways of using the media to convey key organisational messages.

Assessment Conditions

The following must be present and available to learners during assessment activities:

- equipment:
 - computer system with internet, email and printing facilities
- specifications:
 - access to specialist advice on working with the media
 - workplace policies and procedures on media relations
 - key messages to be conveyed through the media
- supervisor:
 - member of a work team in a property industry context.

Assessor requirements

As a minimum, assessors must satisfy the assessor requirements in the *Standards for Registered Training Organisations* (RTOs) current at the time of assessment.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=6f3f9672-30e8-4835-b348-205dfcf13d9b>