



Australian Government

**Assessment Requirements for DEFDPA004
Manage media requirements at major
events**

Release: 1

Assessment Requirements for DEFDP A004 Manage media requirements at major events

Modification History

Release 1. This is the first release of this unit of competency in the DEF Defence Training Package.

Performance Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all of the requirements of the elements and performance criteria on at least one occasion and include:

- applying communication ethics relevant to the audience and organisation
- applying operational policies and procedures
- communicating facts in a fluent, clear and interesting manner
- conducting press conferences and group interviews
- demonstrating an awareness of organisational issues
- liaising with the media and other organisational personnel
- managing the media to ensure integrity of information being disseminated
- presenting information via media channels
- retaining professionalism
- showing attention to detail
- speaking publicly
- using appropriate personal protective equipment and clothing.

Knowledge Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all of the requirements of the elements and performance criteria and include knowledge of:

- current media liaison practices
- legal and organisational requirements relating to confidentiality, libel, accuracy, discrimination
- media requirements including:
 - access for crew and equipment
 - photographic/film opportunities
 - onsite interviews
 - interviews with particular personnel
 - newsworthiness, news angles
 - human interest interviews and stories
 - technical aspects such as lighting and sound

- technical and other requirements of local, regional, national media and print, radio, television and social media
- individual requests from media personnel
- food, shelter, personal protective equipment
- telephones, information technology, power outlets
- bilingual briefing
- newsworthiness of information
- relevant operational policies and procedures
- role of media in disseminating information including information covering:
 - road closure notifications
 - facility closures
 - warnings
 - danger zone identification
 - public information/assurance
 - evacuation details.

Assessment Conditions

As a minimum, assessors must satisfy applicable regulatory requirements, which include requirements in the Standards for Registered Training Organisations current at the time of assessment.

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Assessment processes and techniques must be appropriate to the language, literacy and numeracy requirements of the work being performed and the needs of the candidate.

Assessment must occur in workplace operational situations, where it is appropriate to do so; where this is not appropriate, assessment must occur in simulated workplace operational situations that replicate workplace conditions.

Resources for assessment must include access to:

- a range of relevant exercises, case studies and/or other simulations
- relevant and appropriate materials, tools, equipment and personal protective equipment currently used in industry
- relevant standards, policy and instructions related to public affairs
- applicable documentation including operational procedures, regulations, codes of practice and operation manuals.

Links

Companion Volume implementation guides are found in VETNet - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=6bdbab1e-11ed-4bc9-9cba-9e1a55d4e4a9>

