Australian Government

DEFDPA004 Manage media requirements at major events

Release: 1

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Modification History

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

Application

This unit specifies the skills and knowledge required to manage media requirements at major events.

It includes assessing organisational requirements, developing a media strategy, managing the media and providing information for major events.

This unit applies to Defence public affairs personnel but it could apply to any personnel who work in this field.

The skills and knowledge described in this unit must be applied within the legislative, regulatory and policy environment in which they are carried out. Organisational policies and procedures must be consulted and adhered to.

Persons undertaking this unit work independently or as part of a team, and perform specific tasks in familiar contexts.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Pre-requisite Unit

Not applicable

Competency Field

Defence Public Affairs

Unit Sector

Not applicable.

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.

1	**Assess event and organisation requirement**	**1.1**	Define restricted and/or special access areas to the media
		1.2	Assess operational responsibilities and provision of information to the media in accordance with operational procedures
2	**Develop media strategy**	**2.1**	Use the media plan to form the media strategy
		2.2	Arrange media requirements in accordance with event characteristics
		2.3	Brief media representatives in accordance with availability, knowledge of event and media presence
		2.4	Allocate a media briefing area within required resources where possible
		2.5	Gain media cooperation in order to coordinate information flow and to provide information to the public
		2.6	Change media strategy to suit operational demands and level, as required
		2.7	Gain approval for information releases in accordance with operational procedures
		2.8	Schedule information briefing sessions and tours in accordance with operational responsibilities and media requirements
		2.9	Provide media personnel with personal protective clothing and equipment in accordance with operational procedures
3	**Provide information to media**	**3.1**	Follow organisational protocols when liaising with the media
		3.2	Provide media representatives with current developments of the event, as required
		3.3	Schedule and conduct interview and photo opportunities to provide updated information, as required
		3.4	Consult other organisations at the incident to ensure a consistent presentation of information to the media, in accordance with operational procedures

	3.5	Maintain accurate records of media enquiries and interviews
	3.6	Maintain open communication channels between organisations and the media
4 Promote the organisation via the media	**4.1**	Promote work and achievements of the organisation throughout the event in accordance with operational protocols
	4.2	Ensure own demeanour and presentation meets organisational professional standards

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Range of Conditions

Range is restricted to essential operating conditions and any other variables essential to the work environment.

Non-essential conditions may be found in the Companion Volume Implementation Guide.

Unit Mapping Information

This unit replaces and is equivalent to DEFPA004 Manage media requirements at major events.

Links

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