



Australian Government

**Assessment Requirements for
PMAOMIR523 Manage corporate media
requirements in a crisis**

Release: 1

Assessment Requirements for PMAOMIR523 Manage corporate media requirements in a crisis

Modification History

Release 1. Supersedes and is equivalent to PMAOMIR523B Manage corporate media requirements in a crisis

Performance Evidence

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

- develop, implement and amend media strategy appropriate to incident conditions and organisation protocols
- provide briefings to organisation media representatives, media personnel and other agencies who are at the incident site
- coordinate and arrange on-site access, interviews and provision of personal protective equipment (PPE), where required
- communicate effectively and professionally with media on behalf of the organisation
- maintain records and documentation
- identify and control hazards and risks
- identify problems and take appropriate action.

Knowledge Evidence

Evidence must be provided that demonstrates knowledge of:

- regulatory framework and specific compliance requirements that apply to the organisation
- organisational procedures, including those covering:
 - safety, hazards and hazard control
 - incident, fire and accident
 - environmental protection
 - risk assessment/risk management
 - relevant facility fire management and safety systems
 - communication systems
 - emergency response plans
 - release of information to external bodies
- techniques and protocols for dealing with the media
- strategies for managing information flow to different types of media (traditional/digital)
- sources of key operational information about an incident.

Assessment Conditions

- Competency must be achieved before performing this work unsupervised. Therefore this unit will typically be assessed off the job. Where assessment is undertaken on the job, appropriate supervision and safety precautions must be provided.
- The unit should be assessed holistically and the judgement of competence based on a holistic assessment of the evidence.
- The collection of performance evidence:
 - should provide evidence of the ability to perform over the range of situations which might be expected to be encountered, including typical disruptions to normal, smooth work conditions
 - must include carrying out simulated media briefings for a simulated incident, the use of appropriate tools, equipment and safety gear requiring demonstration of preparation, operation, completion and responding to problems
 - may use industry-based simulation particularly where safety, lack of opportunity or significant cost is an issue.
- Off-the-job assessment must sufficiently reflect realistic operational workplace conditions that cover all aspects of workplace performance, including environment, task skills, task management skills, contingency management skills and job role environment skills.
- Assessment in a simulated environment should use evidence collected from one or more of:
 - walk-throughs
 - demonstration of skills
 - industry-based case studies/scenarios
 - ‘what ifs’.
- Knowledge evidence may be collected concurrently with performance evidence (provided a record is kept) or through an independent process, such as workbooks, written assessments or interviews (provided a record is kept).
- 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.
- Conditions for assessment must include access to all tools, equipment, materials and documentation required, including relevant workplace procedures, product and manufacturing specifications associated with this unit.
- Foundation skills are integral to competent performance of the unit and should not be assessed separately.
- Assessors must satisfy the assessor competency requirements that are in place at the time of the assessment as set by the VET regulator.
- In addition, the assessor or anyone acting in subject matter expert role in assessment must demonstrate both technical competency and currency. If the assessor cannot demonstrate technical competency and currency they must assess with a subject matter expert who does meet these requirements.
- Technical competence can be demonstrated through one or more of:
 - relevant VET or other qualification/Statement of Attainment
 - appropriate workplace experience undertaking the type of work being assessed under routine and non-routine conditions

-
- appropriate workplace experience supervising/evaluating the type of work being assessed under routine and non-routine conditions
 - Currency can be demonstrated through one or more of:
 - being currently employed undertaking the type of work being assessed
 - being employed by the organisation undertaking the type of work being assessed and having maintained currency in accordance with that organisation's policies and procedures
 - having consulted/had contact with an organisation undertaking the type of work being assessed within the last twelve months, the consultation/contact being related to assessment
 - conducting on-the-job training/assessments of the type of work being assessed
 - being an active member of a relevant professional body and participating in activities relevant to the assessment of this type of work

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=9fc2cf53-e570-4e9f-ad6a-b228ffdb6875>