



**Australian Government**

# **Assessment Requirements for AURMCA001 Manage motor sport team media liaison**

**Release: 1**

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### Modification History

| Release   | Comment                 |
|-----------|-------------------------|
| Release 1 | New unit of competency. |

### Performance Evidence

Before competency can be determined, individuals must demonstrate they can perform the following according to the standards defined in this unit's elements, performance criteria, range of conditions and foundation skills:

- develop different media releases for three types of media
- arrange two different media appearances of a motor sport team member, including two of the following:
  - radio
  - television
  - live appearance at a motor sport race event
  - guest speaker at a motor sport promotional event.

### Knowledge Evidence

Individuals must be able to demonstrate knowledge of:

- procedures for identifying team media requirements, including:
  - types of media suitable for motor sport
  - media outlet information needs
  - legislation and codes of practice relating to ethical advertising
  - procedures for developing media budgets
- procedures for preparing media information, including researching and documenting team information and performance
- media interview procedures, including:
  - appropriate presentation of team personnel
  - coaching techniques of team personnel
- methods of evaluating media publicity, including:

- interpreting media outlet exposure
- obtaining, analysing and interpreting promotional partner feedback
- measuring media publicity against team media budget and team objectives.

## Assessment Conditions

Assessors must satisfy NVR/AQTF assessor requirements.

Competency is to be assessed in the workplace or a simulated environment that accurately reflects performance in a real workplace setting.

Assessment must include direct observation of tasks.

Where assessment of competency includes third-party evidence, individuals must provide evidence that links them to the media information and interviews they have managed for motor sport team members, e.g. media releases.

Assessors must verify performance evidence through questioning on skills and knowledge to ensure correct interpretation and application.

The following resources must be made available:

- motor sport team or simulated team
- types of media specified in the performance evidence.

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=b4278d82-d487-4070-a8c4-78045ec695b1>

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