



Australian Government

AURMCA001 Manage motor sport team media liaison

Release: 1

AURMCA001 Manage motor sport team media liaison

Modification History

Release	Comment
Release 1	New unit of competency.

Application

This unit describes the performance outcomes required to liaise with the media on behalf of a motor sport team and to support team members during media interviews and appearances. It involves researching the media liaison needs of the team and identifying the most appropriate media outlets, arranging media interviews, and preparing a budget to support media liaison activities. The unit requires individuals to demonstrate discretion, judgement and problem-solving skills when developing media releases and arranging media interviews.

It applies to those working in the motor sport industry.

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

Competency Field

Motor Sport

Unit Sector

Sales and Marketing

Elements and Performance Criteria

Elements	Performance Criteria
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold and italicised text is used, further information is detailed in the range of conditions section.
1. Identify team media requirements and limitations	1.1 Desired outcomes of media liaison are identified in relation to team goals 1.2 Limitations on information to be provided are <i>identified</i> 1.3 Media liaison budget is developed

Elements Elements describe the essential outcomes.	Performance Criteria Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold and italicised text is used, further information is detailed in the range of conditions section.
	1.4 Media outlets and persons are researched, and decision regarding choice of required media is made according to team requirements, ethical conduct, and promotional partner requirements
2. Prepare media information	2.1 Type of media suitable for promotional strategy and team requirements is selected 2.2 Specific media outlet information needs are researched 2.3 Media needs and requests are considered in light of team objectives, confidentiality requirements and ethical issues 2.4 Team information and performance statistics are researched and documented 2.5 <i>Suitable information</i> is prepared for release
3. Issue media information	3.1 Media personnel are contacted and timing arrangements for release are agreed 3.2 Team management approval is obtained and information provided to media outlet 3.3 Promotional partner representatives are advised of release details
4. Arrange media interviews	4.1 Media persons are contacted and requirements negotiated 4.2 Interview schedule and agenda are determined 4.3 Material for interviews is researched and prepared 4.4 Team persons are briefed and coached in presentation techniques as required 4.5 Team management is regularly informed of arrangements and outcomes 4.6 Promotional partner representatives are advised of interview details
5. Evaluate publicity benefits	5.1 Exposure statistics are obtained from media outlets 5.2 Promotional partner feedback on media release and interview is obtained 5.3 Data and feedback are analysed to assess effectiveness 5.4 Outcomes are measured against media liaison budget and team objectives

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance and are not explicit in the performance criteria.

Skills	Description
Learning skills to:	locate and research appropriate media types efficiently.
Reading skills to:	research, organise and interpret information from a range of sources, including internet websites, promotional literature, media statistics and internal workplace literature.
Writing skills to:	legibly and accurately fill out workplace documentation and produce a range of material, including business emails, letters, team information for media outlets, and updates to team management.
Oral communication skills to:	clarify media requirements with a range of people, including team personnel, team management and media outlet personnel.
Numeracy skills to:	- interpret dates and time - use basic mathematical operations, including addition and subtraction, to calculate budgets.
Planning and organising skills to:	ensure personnel are in the right places at the right time.
Problem solving skills to:	determine most effective media for the budget and achieve team's goals.
Teamwork skills to:	work collaboratively with team members to promote the motor sport team.

Range of Conditions

This section specifies work environments and conditions that may affect performance.

Essential operating conditions that may be present (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) are included. Bold italicised wording, if used in the performance criteria, is detailed below.

<i>Identification</i> of limitations must include consideration of:	- team requirements - confidentiality - ethical conduct - promotion partner requirements.
<i>Suitable information</i> must be:	- clear and succinct - appropriate to target audience - targeted to team and media outlet needs - compliant with industry ethics.

Unit Mapping Information

Equivalent to AURMCA5001 Manage motorsport team media liaison

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for AURMCA001 Manage motor sport team media liaison

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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.

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