



Australian Government

AURMCA002 Manage motor sport team promotional partnerships and marketing

Release: 1

AURMCA002 Manage motor sport team promotional partnerships and marketing

Modification History

Release	Comment
Release 1	New unit of competency.

Application

This unit describes the performance outcomes required to determine opportunities and requirements in relation to marketing a motor sport team, and attracting and managing promotional partnerships. It involves researching promotional requirements, devising and implementing marketing strategies, preparing partnership proposals, and coordinating promotional activities. The unit requires individuals to demonstrate discretion, judgement and problem-solving skills when researching promotional opportunities and devising marketing strategies.

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. Research team marketing opportunities	1.1 Strengths, weaknesses, opportunities and threats (SWOT) of current partnerships and marketing strategies are identified,

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.
and promotional partnership requirements	analysed and documented 1.2 Team members and other parties are consulted regarding potential marketing opportunities, and specialist marketing advice is sought as required 1.3 Promotional partnership requirements are researched and documented 1.4 Principles, policies and strategic direction of the team in relation to marketing and partnerships are identified and documented to enable marketing effort to be focused
2. Devise and implement a team marketing strategy	2.1 Promotional strategies emphasising team strengths are analysed with team members 2.2 Legal, ethical and environmental market constraints are identified and their effect on marketing objectives is determined 2.3 Promotional strategies are researched and a marketing strategy, including measurable performance targets, is developed and documented 2.4 Risk management strategies are developed and documented 2.5 Team members are briefed on their roles and responsibilities with regard to marketing strategy
3. Prepare promotional partnership proposal	3.1 Required team funding or sponsorship amount and type are determined 3.2 Networks for funding and sponsorship are researched and developed in line with team policies, aims and objectives 3.3 Potential promotional partner is identified on the basis of supporting team principles and policies, and approached with the aim of proposing a promotional partnership 3.4 Potential promotional partner requirements are researched and documented 3.5 Benefits to promotional partner are identified and documented 3.6 Information regarding opportunities and benefits is prepared in a professional format and distributed to potential promotional partner
4. Present proposal to promotional partners	4.1 Follow-up is conducted with promotional partner representatives and meeting is arranged 4.2 Presentation and supporting material specific to potential promotional partner are prepared 4.3 Supporting material is forwarded prior to meeting 4.4 Meeting with potential promotional partner is attended and

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	presentation is conducted 4.5 Proposed variations to partnership terms and conditions are identified during negotiations and documented as required
5. Coordinate promotional partnership activities	5.1 Written contract or agreement is established with promotional partner, including full details of commitments made by both parties 5.2 Team members are briefed on details and commitments of promotional partnership arrangements 5.3 Activities are organised according to promotional partnership agreements and agreements made are honoured 5.4 Activities are monitored and evaluated in terms of team and promotional partner objectives 5.5 Feedback is provided to and requested from promotional partner as required 5.6 Payments from promotional partner and other contract formalities are actioned and monitored

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 appropriate sources of information on marketing opportunities efficiently.
Reading skills to:	interpret information from a range of sources, including internet websites, promotional pamphlets, media statistics and internal workplace material.
Writing skills to:	produce a range of material, including business emails, letters and presentations to promotional partners.
Oral communication skills to:	discuss team marketing opportunities and promotional partnership requirements with a range of people, including team personnel, team management and promotional partners.
Numeracy skills to:	use basic mathematical operations, including addition and subtraction, to calculate payments.
Digital literacy skills to:	use digital communication devices to gather and disseminate

Skills	Description
	information.
Planning and organising skills to:	• set up meetings • organise promotional activities.
Problem solving skills to:	• conduct SWOT analyses • analyse promotional strategies • develop risk management strategies • develop networks for funding and sponsorship • determine potential benefits to promotional partners.
Teamwork skills to:	• work collaboratively with team members when managing promotional partnerships and marketing.

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.

There is no Range of Conditions for this unit.

Unit Mapping Information

Equivalent to AURMCA5002 Manage motorsport team promotional partnerships and marketing

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 AURMCA002 Manage motor sport team promotional partnerships and marketing

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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 and foundation skills:

- prepare, present, implement and evaluate two different promotional proposals for a motor sport team, each of which must include:
 - profile of team and team members
 - team achievements
 - proposed partnership arrangements
 - marketing strategy for team events
 - benefits to promotional partner.

Knowledge Evidence

Individuals must be able to demonstrate knowledge of:

- procedures for identifying team marketing opportunities and promotional partner requirements, including analysis of strengths, weaknesses, opportunities and threats (SWOT)
- key components of Australian Consumer Law (ACL) relating to legal and ethical requirements of advertising, including misleading or deceptive conduct
- procedures for devising and implementing a motor sport team marketing strategy
- procedures for preparing promotional partnership proposals
- methods of presenting promotional partnership proposals to promotional partner representatives
- procedures for implementing promotional partnership activities, including:
 - methods of producing and required content of written contracts or agreements
 - procedures for monitoring promotional activities for effectiveness and value

- procedures for providing feedback to, and gaining feedback from, promotional partners.

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 promotional partnerships and marketing that they have managed for a motor sport team, e.g. marketing brief.

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
- key components of Australian Consumer Law (ACL) relating to legal and ethical requirements.

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