



Australian Government

Assessment Requirements for AURMCA101 Manage motor sport team media liaison

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with AUR Automotive Retail, Service and Repair Training Package Version 6.0

Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- develop different media releases for at least three types of media
- arrange at least 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

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- methods to locate and interpret information required to manage motor sport team media liaison including:
 - information provided by customer and supervisors
 - manufacturer specifications and procedures or equivalent documentation
 - internet resources and digital data
- workplace procedures required to manage motor sport team media liaison including:
 - documentation procedures
- 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
- limitations affecting information to be provided:
 - team requirements
 - confidentiality
 - ethical conduct
 - promotion partner requirements
- attributes for suitability of information including:
 - clarity and succinctness
 - appropriateness to target audience
 - targeting to team and media outlet needs
 - compliance with industry ethics
- 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

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.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volume Implementation Guide is found on VETNet -

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

