



**Australian Government**

# **AURMCA101 Manage motor sport team media liaison**

**Release: 1**

# AURMCA101 Manage motor sport team media liaison

## Modification History

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

## Application

This unit describes the skills and knowledge 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.

The unit 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.

## Unit Sector

Motorsport Sales and Marketing

## Elements and Performance Criteria

| ELEMENTS                                            | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                      |
|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Elements describe the essential outcomes.</i>    | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>                                                                                                                                                                                                                                                    |
| 1. Identify team media requirements and limitations | 1.1 Identify desired outcomes of media liaison relevant to team goals<br>1.2 Identify limitations on information to be provided<br>1.3 Develop media liaison budget<br>1.4 Research media outlets and persons, and make decision regarding choice of required media according to team requirements, ethical conduct, and promotional partner requirements |
| 2. Prepare media information                        | 2.1 Select type of media suitable for promotional strategy and team requirements                                                                                                                                                                                                                                                                          |

| ELEMENTS                       | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                           |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                | 2.2 Research specific media outlet information needs<br>2.3 Consider media needs and requests in light of team objectives, confidentiality requirements and ethical issues<br>2.4 Research and document team information and performance statistics<br>2.5 Prepare suitable information for release                                                                            |
| 3. Issue media information     | 3.1 Contact media personnel and agree on timing arrangements for release<br>3.2 Obtain team management approval and provide information to media outlet<br>3.3 Advise promotional partner representatives of release details                                                                                                                                                   |
| 4. Arrange media interviews    | 4.1 Contact media persons and negotiate requirements<br>4.2 Determine interview schedule and agenda<br>4.3 Research and prepare material for interviews<br>4.4 Brief team persons and coach in presentation techniques as required<br>4.5 Inform team management regularly of arrangements and outcomes<br>4.6 Advise promotional partner representatives of interview details |
| 5. Evaluate publicity benefits | 5.1 Obtain exposure statistics from media outlets<br>5.2 Obtain promotional partner feedback on media release and interview<br>5.3 Analyse data and feedback to assess effectiveness<br>5.4 Measure outcomes against media liaison budget and team objectives                                                                                                                  |

## Foundation Skills

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

| SKILL    | DESCRIPTION                                                                                                                                                                        |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Learning | <ul style="list-style-type: none"> <li>Locates required sources of information efficiently.</li> </ul>                                                                             |
| Numeracy | <ul style="list-style-type: none"> <li>Interprets dates and time</li> <li>Uses basic mathematical operations, including addition and subtraction, to calculate budgets.</li> </ul> |

| SKILL                   | DESCRIPTION                                                                                                                                                                                                                         |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Oral communication      | <ul style="list-style-type: none"><li>Clarifies media requirements with a range of people, including team personnel, team management and media outlet personnel.</li></ul>                                                          |
| Reading                 | <ul style="list-style-type: none"><li>Identifies, organises and interprets information from a range of sources, including internet websites, promotional literature, media statistics and internal workplace literature.</li></ul>  |
| Writing                 | <ul style="list-style-type: none"><li>Fills out workplace documentation legibly and produces a range of material, including business emails, letters, team information for media outlets, and updates to team management.</li></ul> |
| Teamwork                | <ul style="list-style-type: none"><li>Works collaboratively with team members to promote the motor sport team.</li></ul>                                                                                                            |
| Planning and organising | <ul style="list-style-type: none"><li>Ensures personnel are in the right places at the right time.</li></ul>                                                                                                                        |
| Problem solving         | <ul style="list-style-type: none"><li>Determines most effective media for the budget and achievement of team's goals.</li></ul>                                                                                                     |

## Unit Mapping Information

Supersedes and is equivalent to Equivalent to AURMCA001 Manage motorsport team media liaison.

## Links

Companion Volume Implementation Guide is found on VETNet -

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

# Assessment Requirements for AURMCA101 Manage motor sport team media liaison

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## 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.

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