



Australian Government

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

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 1.2 Identify limitations on information to be provided 1.3 Develop media liaison budget 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 2.3 Consider media needs and requests in light of team objectives, confidentiality requirements and ethical issues 2.4 Research and document team information and performance statistics 2.5 Prepare suitable information for release
3. Issue media information	3.1 Contact media personnel and agree on timing arrangements for release 3.2 Obtain team management approval and provide information to media outlet 3.3 Advise promotional partner representatives of release details
4. Arrange media interviews	4.1 Contact media persons and negotiate requirements 4.2 Determine interview schedule and agenda 4.3 Research and prepare material for interviews 4.4 Brief team persons and coach in presentation techniques as required 4.5 Inform team management regularly of arrangements and outcomes 4.6 Advise promotional partner representatives of interview details
5. Evaluate publicity benefits	5.1 Obtain exposure statistics from media outlets 5.2 Obtain promotional partner feedback on media release and interview 5.3 Analyse data and feedback to assess effectiveness 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	Locates required sources of information efficiently.
Numeracy	- Interprets dates and time - Uses basic mathematical operations, including addition and subtraction, to calculate budgets.

SKILL	DESCRIPTION
Oral communication	Clarifies media requirements with a range of people, including team personnel, team management and media outlet personnel.
Reading	Identifies, organises and interprets information from a range of sources, including internet websites, promotional literature, media statistics and internal workplace literature.
Writing	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.
Teamwork	Works collaboratively with team members to promote the motor sport team.
Planning and organising	Ensures personnel are in the right places at the right time.
Problem solving	Determines most effective media for the budget and achievement of team's goals.

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>