



Australian Government

AURMCA102 Manage motor sport team promotional partnerships and marketing

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 skills and knowledge 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.

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. Research team marketing opportunities and promotional partnership requirements	1.1 Identify, analyse and document strengths, weaknesses, opportunities and threats (SWOT) of current partnerships and marketing strategies 1.2 Consult team members and other parties regarding potential marketing opportunities, and seek specialist marketing advice as required 1.3 Research and document promotional partnership requirements 1.4 Identify and document principles, policies and strategic direction of the team in relation to marketing and partnerships

ELEMENTS	PERFORMANCE CRITERIA
	to enable marketing effort to be focused
2. Devise and implement a team marketing strategy	2.1 Analyse promotional strategies emphasising team strengths with team members 2.2 Identify legal, ethical and environmental market constraints and determine their effect on marketing objectives 2.3 Research promotional strategies and develop and document a marketing strategy 2.4 Develop and document risk management strategies 2.5 Brief team members on their roles and responsibilities with regard to marketing strategy
3. Prepare promotional partnership proposal	3.1 Determine required team funding or sponsorship amount and type 3.2 Research and develop networks for funding and sponsorship in line with team policies, aims and objectives 3.3 Identify potential promotional partner on the basis of supporting team principles and policies, and approach with the aim of proposing a promotional partnership 3.4 Research and document potential promotional partner requirements 3.5 Identify and document benefits to promotional partner 3.6 Prepare information regarding opportunities and benefits in a professional format and distribute to potential promotional partner
4. Present proposal to promotional partners	4.1 Conduct follow-up with promotional partner representatives and arrange meeting 4.2 Prepare presentation and supporting material specific to potential promotional partner 4.3 Forward supporting material prior to meeting 4.4 Attend meeting with potential promotional partner and conduct presentation 4.5 Identify proposed variations to partnership terms and conditions during negotiations and document as required
5. Coordinate promotional partnership activities	5.1 Establish written contract or agreement with promotional partner 5.2 Brief team members on details and commitments of promotional partnership arrangements 5.3 Organise activities according to promotional partnership agreements and honour agreements made 5.4 Monitor and evaluate activities in terms of team and promotional partner objectives 5.5 Provide feedback to and request from promotional partner as

ELEMENTS	PERFORMANCE CRITERIA
	required 5.6 Action and monitor payments from promotional partner and other contract formalities

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	Uses basic mathematical operations, including addition and subtraction, to calculate payments.
Oral communication	Discusses team marketing opportunities and promotional partnership requirements with a range of people, including team personnel, team management and promotional partners.
Reading	Interprets information from a range of sources, including internet websites, promotional pamphlets, media statistics and internal workplace material.
Writing	Produces a range of material, including business emails, letters and presentations to promotional partners.
Teamwork	Works collaboratively with team members when managing promotional partnerships and marketing.
Planning and organising	- Sets up meetings - Organises promotional activities.
Problem solving	- Conducts SWOT analyses - Analyses promotional strategies - Develops risk management strategies - Develops networks for funding and sponsorship - Determines potential benefits to promotional partners.
Technology	Uses digital communication devices to gather and disseminate information.

Unit Mapping Information

Supersedes and is equivalent to AURMCA002 Manage motorsport team promotional partnerships and marketing.

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 AURMCA102 Manage motor sport team promotional partnerships and marketing

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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:

- 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

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 promotional partnerships and marketing, including:
 - information provided by customer and supervisors
 - internet resources and digital data
 - manufacturer specifications and procedures or equivalent documentation
- workplace procedures required to manage motor sport team promotional partnerships and marketing, including:
 - documentation procedures
- 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
- key considerations in developing a marketing strategy, including:

- measurable performance targets
- key components of written agreements or contracts with promotional partners, including:
 - full details of commitments made by both parties
- 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

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.

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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