



Australian Government

AURMCA5001 Manage motorsport team media liaison

Release 1

AURMCA5001 Manage motorsport team media liaison

Modification History

Release	Comment
Release 1	Replaces AURM542538A Manage motorsport team media liaison Unit code updated to meet policy requirements Reference to OHS legislation replaced with new WHS legislation Licensing statement added to unit descriptor

Unit Descriptor

Unit descriptor	This unit of competency covers the skills and knowledge required to identify team media requirements and limitations, prepare media information, issue media information, arrange media interviews and evaluate publicity benefits. Licensing, legislative, regulatory or certification requirements may apply to this unit in some jurisdictions. Users are advised to check with the relevant regulatory authority.
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Application of the Unit

Application of the unit	Work involves all aspects of liaising with the media on behalf of a motorsport team and supporting team members with media interviews and appearances. It includes researching the media liaison needs of the team and the most appropriate media outlets, and preparation of a budget to support media liaison activities. Tasks require individuals to demonstrate discretion, judgement and problem-solving skills in the development of media releases and arrangement of media interviews. Competence may be demonstrated in a motorsport team workplace, a simulated environment, or workplaces of enterprises supporting and working closely with motorsport teams.
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Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Not applicable.

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Identify team media requirements and limitations	1.1.Desired outcomes of media liaison are identified in relation to team goals 1.2.Limitations on information to be provided are identified in accordance with team requirements, confidentiality, ethical conduct and promotion partner requirements 1.3.Media liaison budget is developed 1.4.Media outlets and persons are researched and choices made according to team requirements, ethical conduct and promotional partner requirements
2. Prepare media information	2.1.Media suitable for promotional strategy and team requirements is selected 2.2.Specific media outlet information needs are researched 2.3.Media needs/requests are considered in light of team objectives, confidentiality requirements and ethical issues 2.4.Team information and performance statistics are researched and documented 2.5.Information prepared is clear, succinct and appropriate to target audience 2.6.Information prepared meets team and media outlet needs and industry ethics
3. Issue media information	3.1.Media persons are contacted and release timing arrangements made 3.2.Team management approval is obtained and information provided to media outlet 3.3.Promotional partner representatives are advised of release details
4. Arrange media interviews	4.1.Media persons are contacted and requirements negotiated 4.2.An interview schedule and agenda is determined 4.3.Material for interviews is researched and prepared 4.4.Team persons are briefed and coached in presentation techniques where required 4.5.Team management are regularly informed of arrangements and outcomes 4.6.Promotional partner representatives are advised of interview details

ELEMENT	PERFORMANCE CRITERIA
5. Evaluate publicity benefits	5.1.Exposure statistics are obtained from media outlets 5.2.Promotional partner feedback on media release/interview is obtained 5.3.Data and feedback is analysed to assess effectiveness 5.4.Outcomes are measured against media liaison budget and team objectives

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

Required skills include:

- collect, organise and understand information related to media, team and promotional partner publicity requirements
- communicate ideas and information to enable effective team appearances and information dissemination
- plan and organise activities including team member media appearances
- work with others and in a team by recognising dependencies and using cooperative approaches to optimise workflow and productivity
- use mathematical ideas and techniques to set-up scheduling and operate budget
- use knowledge of scenario planning, logistics and differing requirements to meet team, promotional partner and media outlet needs
- use workplace technology, including facsimiles, telephones and computer software related to planning and information presentation

Required knowledge

Required knowledge includes:

- controlling body rules, category rules and supplementary regulations
- workplace health and safety (WHS) requirements, including state/territory and federal legislation
- ethical advertising legislation and code of practice
- communication principles and techniques
- presentation techniques
- media content requirements
- interview techniques

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Assessors must be satisfied that the candidate can competently and consistently:

- interpret and apply controlling body and category rules and supplementary regulations
- apply safety requirements including the use of personal protective equipment
- follow task instructions, operating procedures and inspection processes to:
 - minimise the risk of injury to self or others
 - achieve required outcomes within team time and quality standards
 - develop media releases for a minimum of three (3) types of media
- arrange a minimum of two (2) media appearances for team persons. Appearances must be for two (2) types of media, which may include:
 - radio
 - television
 - live appearance at an event
 - guest speaker
- conduct work to quality and timeliness standards
- work effectively with others
- modify activities to cater for variations in workplace context and environment.

Context of, and specific resources for assessment

- Assessment may occur on the job or in a workplace simulated facility with process equipment, material, work instructions and deadlines.
- Assessment of this competence may include project related tasks and require portfolios or other forms of indirect evidence of process.
- Access to controlling body rules, category rules and supplementary regulations and legislation as identified in the Range Statement.

Method of assessment

- Assessment methods must confirm consistency of

EVIDENCE GUIDE

	performance over time and in a range of workplace contexts. • Assessment should be by direct observation of tasks and questioning on underpinning knowledge. • Assessment should be conducted over time and may be in conjunction with assessment of other units of competency. • Competence in this unit may be assessed in conjunction with other functional units which together form part of the holistic work role.
Guidance information for assessment	

Range Statement**RANGE STATEMENT**

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Research team media needs	Research of team media needs includes: • clarification of team goals and objectives with team members • identification of promotional partner expectations • consideration of ethical issues in advertising and promotion
Media	Media may include • print (local, community, daily newspapers, magazines, industry publications) • television • radio (mainstream, community) • internet
Media releases	Media releases include information prepared for dissemination through: • print (e.g. newspaper and magazine)

RANGE STATEMENT	
	• electronic (e.g. radio, television and internet) media
Media interviews	Media interviews may include, but are not limited to: • radio • television • internet video clip interviews
Promotional partners	Promotional partners include: • existing or potential partners that are an external individual or organisation, providing financial or in-kind support to a motorsport team. Promotional partners may also be termed 'sponsors' or 'business partners'
Promotional activities and follow-up	Promotional activities and follow-up includes: • liaison with media, promotional partners/sponsors and dissemination of team performance information
WHS requirements	WHS requirements include: • state/territory and federal legislation • controlling body requirements • manufacturer specifications and local safe operating procedures
Legislative requirements	Work is carried out in accordance with legislative obligations (including environmental requirements), health regulations, manual handling procedures and team insurance requirements
Resources	Resources may include, but are not limited to: • a computer and word processing software
Information/documents	Information/documents may include: • controlling body rules, category rules and supplementary regulations • team procedures relating to dissemination of information and media appearances • task instructions including worksheets, checklists and plans

RANGE STATEMENT

	• team procedures relating to reporting and communication • legislation regarding ethical advertising
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Unit Sector(s)

Unit sector	Motorsport
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Co-requisite units

Not applicable.

Competency field

Competency field	Sales and Marketing
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