



Australian Government

CPPDSM5025 Maintain public relations in the property industry

Release: 1

CPPDSM5025 Maintain public relations in the property industry

Modification History

Release 1.

Replaces superseded equivalent CPPDSM5025A Maintain public relations in the property industry.

This version first released with CPP Property Services Training Package Version 5.

Application

This unit of competency specifies the outcomes required to promote and maintain positive public relations for a property organisation and the property industry. It requires the ability to facilitate effective communication processes, prepare media releases, and conduct media interviews.

The unit supports the work of those involved in promoting and maintaining positive public relations for the organisation and property industry. It applies to real estate agents, strata community managers, stock and station agents, Nationwide House Energy Rating Scheme (NatHERS) assessors, and home sustainability assessors.

Licensing, legislative, regulatory or certification requirements apply to this unit in some States and Territories. Relevant state and territory regulatory authorities should be consulted to confirm those requirements.

Pre-requisite Unit

Nil

Competency Field

Strata community management

Unit Sector

Property services

Elements and Performance Criteria

Elements describe the essential outcomes.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the range of conditions.

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| 1. Maintain relationships and | 1.1. Relationships and networks with <i>media</i> are established and maintained in a positive and professional manner. |
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| networks with the media. | 1.2. | Organisational social, ethical and business standards are complied with to maintain positive relationships. |
| | 1.3. | Systems to encourage communication flow and ongoing feedback are established and maintained to ensure accurate and relevant exchange of information. |
| | 1.4. | Communication and interpersonal techniques are used to develop professional relationships with media that reflect sensitivity to individual differences and client requirements. |
| | 1.5. | Media networks are accessed to ensure that information on unplanned events is communicated in an accurate and timely manner. |
| 2. Prepare media release. | 2.1. | Media release is drafted using clear, concise and appropriately targeted language. |
| | 2.2. | Media release is drafted in a manner that presents a positive image of the property and client and conforms to organisational requirements. |
| | 2.3. | Professional service providers are engaged where required to support relationships with media. |
| | 2.4. | Media release is distributed using established communication channels. |
| | 2.5. | Information is securely maintained with due regard to client confidentiality and organisational requirements. |
| 3. Conduct media interviews. | 3.1. | Media interviews are conducted in a professional manner that represents preferred position of property organisation and its clients. |
| | 3.2. | Information is provided in a manner that is clear, accurate and protects the interests of the property organisation and its clients. |
| | 3.3. | Suitable aids are used to ensure message is relevant and of interest to selected media. |
| | 3.4. | Feedback is used to develop and implement strategies to maintain and improve the profile of the property organisation and its clients. |
| | 3.5. | Communication and interpersonal techniques are used to deal with difficult situations in media interviews and |

effectively represent the views of the property organisation and its clients.

Foundation Skills

This section describes the language, literacy, numeracy and employment skills essential to performance in this unit but not explicit in the performance criteria.

Skill	Performance feature
Learning skills to:	• evaluate information from a variety of sources to select appropriate media for communicating key message about the organisation.
Numeracy skills to:	• check complex statistical and graphical information in media releases for accuracy.
Oral communication skills to:	• conduct interviews on complex matters relating to the property industry • use language and concepts appropriate to cultural differences.
Reading skills to:	• check complex text in media releases for accuracy.
Writing skills to:	• prepare media releases.
Technology skills to:	• analyse effectiveness of different forms of media in communicating property industry-related information.

Range of Conditions

This section specifies work environments and conditions that may affect performance. Essential operating conditions that may be present (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) are included. Bold italicised wording, if used in the performance criteria, is detailed below.

<i>Media</i> must include:	• online • print • radio • social • television.
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Unit Mapping Information

CPPDSM5025A Maintain public relations in the property industry

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=6f3f9672-30e8-4835-b348-205dfcf13d9b>

Assessment Requirements for CPPDSM5025 Maintain public relations in the property industry

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Performance Evidence

A person demonstrating competency in this unit must satisfy all of the elements, performance criteria, foundation skills and range of conditions of this unit.

The person must also promote and maintain positive public relations for an organisation in the property industry by:

- preparing one media release
- conducting one media interview
- demonstrating how to manage relationships and networks with the media in a positive and professional manner in response to both of the following situations:
 - undertaking a promotional activity for the property industry
 - responding to adverse media coverage.

In doing the above, the person must:

- conduct media interviews that provide clear and accurate information in a professional manner and are appropriate and sensitive to the audience
- maintain positive relationships and networks with the media and industry personnel through effective communication and interpersonal techniques
- promote and maintain positive public relations for the organisation and property industry
- apply knowledge of organisation's practices, ethical standards and legislative requirements associated with preparing and distributing media releases that present a positive image for the property organisation and its clients
- review work processes to include feedback from colleagues and clients on strategies to further improve and maintain media relationships and networks.

Knowledge Evidence

A person demonstrating competency in this unit must demonstrate knowledge of:

- forms of media
- types of media organisations in the property industry, including electronic and print
- media processes and protocols

- processes for conducting media interviews
- processes for preparing and distributing media releases
- social networking techniques
- sources of advice for dealing with the media
- techniques for dealing with adverse media coverage
- techniques for managing relationships with media and media networks
- trends in media use
- ways of using the media to convey key organisational messages.

Assessment Conditions

The following must be present and available to learners during assessment activities:

- equipment:
 - computer system with internet, email and printing facilities
- specifications:
 - access to specialist advice on working with the media
 - workplace policies and procedures on media relations
 - key messages to be conveyed through the media
- supervisor:
 - member of a work team in a property industry context.

Assessor requirements

As a minimum, assessors must satisfy the assessor requirements in the *Standards for Registered Training Organisations* (RTOs) current at the time of assessment.

Links

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