



Australian Government

Assessment Requirements for DEFDPA004 Manage media requirements at major events

Release 2

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Modification History

Release 2. Punctuation errors corrected. Assessment conditions clarified.

Release 1. This is the first release of this unit of competency in the DEF Defence Training Package.

Performance Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all the requirements of the elements and performance criteria on at least one occasion and include:

- applying communication ethics relevant to the audience and organisation
- applying operational policies and procedures
- communicating facts in a fluent, clear and interesting manner
- conducting press conferences and group interviews
- demonstrating an awareness of organisational issues
- liaising with the media and other organisational personnel
- managing the media to ensure integrity of information being disseminated
- presenting information via media channels
- retaining professionalism
- showing attention to detail
- speaking publicly
- using appropriate personal protective equipment (PPE) and clothing.

Knowledge Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all the requirements of the elements and performance criteria and include knowledge of:

- current media liaison practices
- legal and organisational requirements relating to confidentiality, libel, accuracy, discrimination
- media requirements, including:
 - access for crew and equipment
 - photographic/film opportunities
 - onsite interviews
 - interviews with particular personnel

- newsworthiness, news angles
- human interest interviews and stories
- technical aspects such as lighting and sound
- technical and other requirements of local, regional, and national media and print, radio, television and social media
- individual requests from media personnel
- food, shelter, PPE
- telephones, information technology, power outlets
- bilingual briefing
- newsworthiness of information
- relevant operational policies and procedures
- role of media in disseminating information including, information covering:
 - road closure notifications
 - facility closures
 - warnings
 - danger zone identification
 - public information/assurance
 - evacuation details.

Assessment Conditions

Assessors must satisfy relevant vocational education and training legislation, frameworks and/or standards.

Assessment must occur in workplace operational situations. Where this is not appropriate, assessment must occur in simulated workplace operational situations that replicate workplace conditions.

Assessment processes and techniques must be appropriate to the language, literacy, numeracy and digital skills requirements of the work being performed and the needs of the candidate.

Resources for assessment must include access to:

- a range of relevant exercises, case studies and/or simulations
- acceptable means of simulation assessment
- relevant and appropriate materials, tools, equipment and PPE currently used in industry
- relevant standards, policy and instructions related to public affairs
- applicable documentation, including operational procedures, regulations, codes of practice and operation manuals.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=6bdbab1e-11ed-4bc9-9cba-9e1a55d4e4a9>