



Australian Government

DEFDPA004 Manage media requirements at major events

Release 2

DEFDPA004 Manage media requirements at major events

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.

Application

This unit specifies the skills and knowledge required to manage media requirements at major events.

It includes assessing organisational requirements, developing a media strategy, managing the media and providing information for major events.

This unit applies to Defence public affairs personnel, but it could apply to any personnel who work in this field.

The skills and knowledge described in this unit must be applied within the legislative, regulatory and policy environment in which they are carried out. Organisational policies and procedures must be consulted and adhered to.

Persons undertaking this unit work independently or as part of a team and perform specific tasks in familiar contexts.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Pre-requisite Unit

Not applicable

Competency Field

Defence Public Affairs

Unit Sector

Not applicable

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

1 Assess event and organisation requirements	1.1	Define restricted and/or special access areas to media
	1.2	Assess operational responsibilities and provision of information to media in accordance with operational procedures
2 Develop media strategy	2.1	Use media plan to form the media strategy
	2.2	Arrange media requirements in accordance with event characteristics
	2.3	Brief media representatives in accordance with availability, knowledge of event and media presence
	2.4	Allocate a media briefing area within required resources where possible
	2.5	Gain media cooperation in order to coordinate information flow and provide information to the public
	2.6	Change media strategy to suit operational demands and level as required
	2.7	Gain approval for information releases in accordance with operational procedures
	2.8	Schedule information briefing sessions and tours in accordance with operational responsibilities and media requirements
	2.9	Provide media personnel with personal protective equipment and clothing in accordance with operational procedures
3 Provide information to media	3.1	Follow organisational protocols when liaising with the media
	3.2	Provide media representatives with current developments of the event as required
	3.3	Schedule and conduct interview and photo opportunities

- to provide updated information, as required
- 3.4** Consult other organisations at the incident to ensure a consistent presentation of information to the media in accordance with operational procedures
 - 3.5** Maintain accurate records of media enquiries and interviews
 - 3.6** Maintain open communication channels between organisations and the media
- 4 Promote the organisation via the media**
- 4.1** Promote work and achievements of the organisation throughout the event in accordance with operational protocols
 - 4.2** Ensure own demeanour and presentation meet organisational professional standards

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Range of Conditions

Range is restricted to essential operating conditions and any other variables essential to the work environment.

Non-essential conditions may be found in the Companion Volume Implementation Guide.

Unit Mapping Information

This unit supersedes and is equivalent to DEFPA004 Manage media requirements at major events.

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for DEFDPA004 Manage media requirements at major events

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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

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