



Australian Government

Assessment Requirements for POLGEN015

Apply media strategies for policing purposes

Release: 2

Assessment Requirements for POLGEN015 Apply media strategies for policing purposes

Modification History

Release 2. Modifications have been made to:

- Performance Criteria
- Performance Evidence

Release 1. These Assessment Requirements were released in POL Police Training Package release 1.0 and meet the Standards for Training Packages.

Performance Evidence

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

- assessing and evaluating content and implementation of media strategy to determine future actions
- briefing media on investigations while maintaining the integrity of operations
- conducting risk assessments and risk mitigation activities related to potential outcomes of media liaison
- demonstrating flexibility when engaging and interacting with media
- engaging in media events/interviews/briefings
- evaluating legal, operational and jurisdictional responsibilities against value of media involvement
- identifying and selecting options for media involvement, including timeframes, resources and security requirements
- identifying, selecting and implementing media strategy appropriate to purpose
- liaising and negotiating with stakeholders regarding aims and objectives of media strategy
- planning and controlling authorised release of relevant information
- recording media strategies, coverage and information releases.

Knowledge Evidence

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

- communication techniques
- jurisdictional media relations strategies
- jurisdictional policies and procedures related to media liaison, information security, authorisation processes
- legislative requirements related to confidentiality, disclosure, libel, accuracy, and discrimination

- media practices and organisations
- role of media in disseminating information, including raising public awareness, identifying further avenues of enquiry, and collecting information
- traditional and emerging media formats.

Assessment Conditions

As a minimum, assessors must satisfy applicable regulatory requirements, which include requirements in the Standards for Registered Training Organisations current at the time of assessment.

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

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

Resources for assessment must include access to:

- a range of relevant exercises, case studies and/or other simulations
- relevant and appropriate materials, tools, equipment and personal protective equipment (PPE) currently used in industry
- applicable documentation, including workplace procedures, regulations, codes of practice and operation manuals
- acceptable means of simulated assessment.

Links

Companion Volume Implementation Guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=98c3984e-2cf1-48a8-8ed1-85e4b92e7351>