



Australian Government

POLGEN015 Apply media strategies for policing purposes

Release: 2

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Modification History

Release 2. Modifications have been made to:

- Performance Criteria
- Performance Evidence

Release 1. This unit was released in POL Police Training Package release 1.0 and meets the Standards for Training Packages.

Application

This unit describes the skills required to engage with media to assist in achieving policing outcomes, including developing and implementing media strategies. It integrates an understanding of the full spectrum of media organisations and sources, including social media, print media, and other public information sources.

This unit applies to police officers with a responsibility to manage media involvement in a range of policing activities, from public awareness campaigns to investigations.

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, particularly those related to information security, media liaison, authorisation processes, and codes of conduct.

Those undertaking this unit would demonstrate strong autonomy, making independent decisions and accessing support from a broad range of services. They would be required to apply liaison, communication and interpersonal skills to perform complex tasks requiring strong adaptability across a broad range of unpredictable contexts.

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

Pre-requisite Unit

Not applicable.

Competency Field

General

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.

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|-------------------------------------|---|
| 1 Develop media strategies | 1.1 Identify potential value of media involvement for policing purposes |
| | 1.2 Communicate with stakeholders to identify objectives of and options for media involvement |
| | 1.3 Evaluate potential risk to policing outcomes from media interest and involvement |
| | 1.4 Identify actions required to achieve objectives through media involvement |
| | 1.5 Assess timelines, resource requirements and security considerations for information release |
| | 1.6 Document media strategies to ensure accountability and responsibility for activities undertaken |
| | 1.7 Adjust media strategies in accordance with changing circumstances and requirements |
| 2 Implement media strategies | 2.1 Utilise media to facilitate planned release of information |
| | 2.2 Provide information in accordance with objectives of media strategies |
| | 2.3 Control and document information released to prevent unauthorised use of information |
| | 2.4 Manage potential risks of media interest and involvement |
| 3 Review media strategies | 3.1 Record and assess media coverage resulting from media strategies to identify potential impact on policing and judicial processes |
| | 3.2 Evaluate outcomes of media strategies to determine effectiveness |
| | 3.3 Identify further avenues of enquiry from outcomes of media strategies |

3.4 Evaluate implementation of media strategies for continuous improvement purposes

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

No equivalent unit.

Links

Companion Volume Implementation Guides are found in VETNet -

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

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.

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