



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>