



Australian Government

POLGEN048 Apply media strategies for policing purposes

Release: 1

POLGEN048 Apply media strategies for policing purposes

Modification History

Release 1. This is the first release of this unit of competency in the POL Police Training Package release 9.0.

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 staff 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

PERFORMANCE CRITERIA

Elements describe the essential outcomes of the unit

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

- | | |
|-------------------------------------|---|
| 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

This section describes those language, literacy, numeracy and employment skills that are essential to performance. Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed in the table below.

Skill	Description
Learning	Build a knowledge of risk mitigation activities.
Reading	Read and comply with jurisdictional policies and procedures related to media liaison, information security and authorisation processes. Read a range of information for media engagement to assess timelines, resource requirements and security considerations. Read and evaluate information on content and implementation of media strategy to determine future actions.
Writing	Communicate in writing with stakeholders to identify objectives of and options for media involvement. Document media strategies to ensure accountability and responsibility for activities undertaken. Document and manage information released to prevent unauthorised use of information. Record and assess media coverage resulting from media strategies to identify potential impact.
Oral Communication	Liaise and negotiate with stakeholders regarding aims, options and objectives of media strategy. Use oral communication strategies to establish media relationships to facilitate planned release of information. Adjust and adapt oral language communicating with stakeholders according to the purpose of interaction.
Numeracy	Manage time effectively to address timelines and resource requirements.

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 POLGEN015 Apply media strategies for policing purposes

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 POLGEN048 Apply media strategies for policing purposes

Modification History

Release 1. This is the first release of this unit of competency in the POL Police Training Package release 9.0.

Performance Evidence

The candidate must provide evidence on at least one occasion that they have met the elements and performance criteria and have demonstrated the ability to:

- assess and evaluate content and implementation of media strategy to determine future actions
- engage in media events/interviews/briefings
- brief media on investigations while maintaining the integrity of operations
- conduct risk assessments and risk mitigation activities related to potential outcomes of media liaison
- demonstrate flexibility when engaging and interacting with media
- evaluate legal, operational and jurisdictional responsibilities against value of media involvement
- identify and select options for media involvement, including timeframes, resources and security requirements
- identify, select and implement media strategy appropriate to purpose
- liaise and negotiate with stakeholders regarding aims and objectives of media strategy
- plan and control authorised release of relevant information
- record 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

Assessment must occur in operational workplace situations or, where this is not available, in simulated situations that replicate workplace conditions.

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

Links

Companion Volume Implementation Guides are found in VETNet -

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