



Australian Government

PUACOM009 Manage media requirements at major incident

Release: 1

PUACOM009 Manage media requirements at major incident

Modification History

Release 1. This is the first release of this unit of competency in the PUA Public Safety Training Package.

Application

This unit of competency involves the skills and knowledge required to develop a media plan, manage the media and provide information about a major incident. It includes assessing scene and organisational requirements for developing a media plan and providing information to the media that promotes the organisation.

The unit is applicable to public safety personnel who have been delegated media liaison responsibilities during major incidents, either at the scene or at a command centre.

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

Pre-requisite Unit

Not applicable.

Competency Field

Communication

Unit Sector

Public Safety

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1 Assess scene and organisation requirements

PERFORMANCE CRITERIA

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

- 1.1** Restricted and/or special access areas are clearly defined for media personnel to ensure safety of the operation and to prevent contamination of evidence
- 1.2** Media access to personnel, volunteers, victims and casualties is controlled, in accordance with

		organisational procedures
	1.3	Operational responsibilities and provision of information to media is assessed to identify organisational media requirements
2 Develop media strategy	2.1	Media plan identifies media to be used
	2.2	Arrangements are made to meet media requirements, in accordance with incident characteristics and developments
	2.3	Organisational media representative is selected and briefed, in accordance with organisational requirements
	2.4	Media briefing area is allocated with required resources, in accordance with organisational procedures
	2.5	Media co-operation is gained to coordinate information flow and provide information to the public
	2.6	Media strategy is reviewed and modified at regular intervals to suit operational demands and level of incident
	2.7	Approval is gained for information releases, as required, in accordance with operational policy
	2.8	Information briefing sessions and tours are scheduled at appropriate times, in accordance with operational responsibilities and media requirements
	2.9	Media personnel and stakeholders are provided with Work, Health and Safety (WHS)/Occupational Health and Safety (OHS) personal protective clothing and equipment
3 Provide information to media	3.1	Organisational procedures are followed when liaising with the media
	3.2	Organisational media representative provides updates on developments at incident, as required
	3.3	Interview and photograph opportunities are scheduled and conducted to provide information, as required
	3.4	Other organisations at the incident are consulted to ensure a consistent presentation of information to the media

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| | 3.5 | Accurate records of media enquiries and interviews are maintained, in accordance with organisational procedures |
| | 3.6 | Two-way communication arrangements between the organisation and media is maintained, in accordance with organisational policy |
| 4 Promote organisation via the media | 4.1 | Work and achievements of the organisation, volunteers and other organisational personnel is promoted throughout the incident to assist in maintaining morale and public profile |
| | 4.2 | Professional standards are maintained, in accordance with organisational requirements |

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 replaces and is equivalent to PUACOM009B Manage media requirements at major incident.

Links

PUA Training Package Companion Volume Implementation Guide is found in VETNet - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=3eca5672-6d5a-410b-8942-810d0ba05bbf>

Assessment Requirements for PUACOM009 Manage media requirements at major incident

Modification History

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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 includes

- applying Work, Health and Safety (WHS)/Occupational Health and Safety (OHS) requirements
- assessing scene and organisational requirements
- communicating facts in a clear and concise manner
- developing a media strategy
- following organisational policies and procedures
- liaising with media and other organisational personnel
- maintaining professional standards
- promoting the organisation via the media
- providing information to media

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 includes knowledge of

- legal and organisational requirements relating to privacy, confidentiality, libel, accuracy and discrimination
- local, regional and national media requirements
- news worthiness of information
- organisational documentation, policies and procedures including procedures for media liaison
- requirements of different media including newspapers, magazines, radio, television and social media
- role of media in disseminating information
- sources of information
- Work, Health and Safety (WHS)/Occupational Health and Safety (OHS) requirements

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.

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

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 industry approved simulated workplace operational situations that reflect workplace conditions.

Resources for assessment must include access to

- a range of relevant exercises, case studies and/or simulations
- relevant and appropriate materials, equipment, tools and personal protective clothing and equipment currently used in industry
- applicable documentation including organisational procedures, industry standards, equipment specifications, regulations, codes of practice and operation manuals.

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