



Australian Government

PUACOM009 Manage media requirements at major incident

Release: 1

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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>