



Australian Government

PUACOM016 Manage media requirements at major incident

Release: 1

PUACOM016 Manage media requirements at major incident

Modification History

Release 1.0 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 design and develop marketing communication plans, manage the media and provide information about a major incident. It includes assessing scene for media requirements, developing a media strategy, providing information to the media and promoting the organisation via the media.

The unit applies 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

Community Safety

Unit Sector

Public Safety

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1 Assess scene for media requirements

PERFORMANCE CRITERIA

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

- 1.1** Restricted and 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** Provision of information to the media is identified and reviewed to comply with organisational media requirements
 - 1.4** Media personnel and stakeholders are briefed and monitored for compliance with Work Health and Safety (WHS)/Occupational Health and Safety (OHS) requirements
- 2 Develop media strategy**
- 2.1** Media plan and arrangements are developed to meet media requirements
 - 2.2** Organisational media representative is selected and briefed
 - 2.3** Media briefing area is allocated with required resources
 - 2.4** Media cooperation is gained to coordinate information flow and for approved dissemination of information to and from the public
 - 2.5** Media strategy is reviewed and modified at regular intervals to suit incident level and operational demands
 - 2.6** Approval is gained for release of information and warnings, as required
 - 2.7** Information briefing sessions and tours are scheduled at appropriate times to minimise impact on operational activities and requirements
- 3 Provide information to media**
- 3.1** Organisational policies and procedures are followed when liaising with the media
 - 3.2** Media updates are provided in accordance with operational requirements
 - 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
 - 3.5** Accurate records of media enquiries and interviews are maintained

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| | 3.6 | Two way communication arrangements between the organisation and media is maintained |
| 4 Promote organisation via the media | 4.1 | Work, activities and achievements of the organisation, volunteers and other organisational personnel are 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 not equivalent to PUACOM009 Manage media requirements at major incident.

Links

Companion Volume Implementation Guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=3eca5672-6d5a-410b-8942-810d0ba05bbf>

Assessment Requirements for PUACOM016 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 the 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
- requirements of different media including social media, newspapers, magazines, radio and television
- role of media in disseminating information
- sources of information including from monitoring media
- Work, Health and Safety (WHS)/Occupational Health and Safety (OHS) requirements.

Assessment Conditions

Assessors must hold credentials specified within the Standards for Registered Training

Organisations current at the time of assessment.

Assessment must satisfy the Principles of Assessment and Rules of Evidence and all regulatory requirements included within the Standards for Registered Training Organisations current at the time of assessment.

Assessment must occur in operational situations or in simulated operational training situations that reflect workplace conditions.

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.

Resources for assessment must include access to

- a range of exercises and/or case studies
- appropriate materials and equipment currently used in industry
- applicable documentation including organisational procedures, standards, equipment specifications, regulations, codes of practice and operational manuals.

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