



Australian Government

Department of Education, Employment and Workplace Relations

PUAOPE021A Manage information function at an incident

Revision Number: 2

PUAOPE021A Manage information function at an incident

Modification History

Release	TP version	Comments
2	PUA12 V1	Layout adjusted.
1	PUA00 V8.1	Primary release on TGA.

Unit Descriptor

This unit covers the competency required to manage the information function within the Incident Management Team.

The information function prepares and disseminates timely, accurate and relevant incident information to a range of stakeholders including community, government, media, incident personnel and their organisations, as well as other organisations.

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

Application of the Unit

A person performing this role has the title of Information Officer and is delegated responsibility for the:

- collection and dissemination of accurate incident information to meet the needs of stakeholder groups, the community, the media; for internal use within the incident control structure and for involved and affected organisations
- regular provision of timely, accurate and relevant information to stakeholders

The community includes both the local community directly affected by an incident, as well as the broader community.

The authorisation to perform this role is subject to organisational policies and procedures.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a Unit of Competency.

Performance Criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the Range Statement. Assessment of performance is to be consistent with the Evidence Guide

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Establish the Information Unit	1.1 Initial briefing and information required to establish the Information Unit (Unit) is sought and obtained from the supervisor. 1.2 Unit priorities are confirmed with the supervisor and are in accordance with the Incident Action Plan (IAP). 1.3 Unit is established and resourced to meet incident requirements and establishment is communicated to the Incident Management Team (IMT). 1.4 Structure of the Information Unit is determined by incident complexity and consequential communication requirements. 1.5 Media Officer is appointed within the Unit, if required, to prepare media releases for authorisation by the Incident Controller, to provide information to the media and to ensure media needs and deadlines are met. 1.6 Briefings to members of the Unit are conducted upon commencement of shift and at regular intervals. 1.7 Safe work practices, health and welfare arrangements for work area are implemented and monitored.
2 Collect information on the current and predicted incident situation	2.1 Accurate information on the current and projected incident situation as well as incident control objectives, strategies and resources working at the incident is collected, summarised and prepared for dissemination. 2.2 Local knowledge and information regarding risks, issues and local factors provided by stakeholder groups and the community is communicated to the IMT.
3 Develop an Information Unit Communications Plan	3.1 Information Unit Communications Plan (IUC Plan) is prepared and specifies the objectives and strategies to meet the information needs of the community, media, incident personnel and involved and affected organisations. 3.2 Analysis of the incident, risks and constraints and the information to be reported to identified target audiences is incorporated in the IUC Plan. 3.3 Tactics and timelines required to implement the strategies are identified in the IUC Plan. 3.4 IAP is supported by the IUC Plan by confirming the process and means by which information is to be

ELEMENT	PERFORMANCE CRITERIA
4 Disseminate information to the community	disseminated both within the incident and to parties external of the incident. 3.5 How information is to be communicated internally and externally, to the community, media and other relevant stakeholders is confirmed in the IUC Plan. 4.1 Timely, accurate and relevant information, approved by the Incident Controller, is disseminated to stakeholders in conjunction with the IMT. 4.2 Planning Officer is advised of any emerging issues.
5. Engage with the community	5.1 Community information strategy is developed by the Unit in accordance with the IAP requirements. 5.2 Communication with communities both affected and likely to be affected by the incident are organised and conducted. 5.3 Communities are provided with information to prepare themselves and to manage risks. 5.4 Community meetings to respond to community information needs are coordinated. 5.5 Information and feedback from the community on the effectiveness of its communications strategies and community concerns is sought.
6. Manage the Information Unit	6.1 Members of the Unit are briefed on their responsibilities in meeting the outcomes of the IUC Plan. 6.2 Unit is publicised as the point of contact for the media, the public and other organisations for general information about the incident. 6.3 Accurate and regular flow of information within the incident and to parties external to the incident, is maintained and effective incident management is supported. 6.4 Work by members of the Unit is undertaken in close liaison with the Management Support Unit and Liaison Officers. 6.5 Structure of the Unit is adjusted during the incident to meet the predicted and actual information demands of the incident. 6.6 Unit is managed in accordance with control agency workplace policies. 6.7 Appropriate document management and record keeping systems are established.
7. Contribute to the planning processes	7.1 Communication is maintained with the IMT formally, through meetings, briefings and debriefings, and informally, as required. 7.2 IMT is briefed on social or political issues and is

ELEMENT**PERFORMANCE CRITERIA**

- provided with feedback on community needs and concerns as required.
- 7.3 Input is provided to the development of the IAP in relation to information collection and dissemination.

Required Skills and Knowledge

This describes the essential skills and knowledge and their level, required for this unit.

Required Skills

- anticipate, analyse and assess information needs
- collect and collate information
- communicate facts in a fluent, clear and unambiguous manner
- conduct press conferences and group interviews
- delegate appropriately
- communicate effectively with colleagues and stakeholders
- experience in public liaison and media relations
- make presentations to the media
- provide briefings to the IMT
- supervise staff effectively
- undertake public speaking engagements

Required Knowledge

- agency workplace policies, practices and procedures
- analysis and display techniques
- Australasian Inter-service Incident Management System (AIIMS) structure and principles
- current practice for media liaison
- legal and organisational requirements relating to confidentiality, libel, accuracy, discrimination requirements of media to present information in a newsworthy manner
- organisational policies and procedures (such as relevant legislation; operational, corporate and strategic plans; operational performance standards; operational policies and procedures; organisational personnel and occupational health and safety practices and guidelines; organisational quality standards; organisation's approach to environmental management and sustainability)
- requirements of different media: newspapers, magazines, radio, television
- requirements of local versus regional versus national media
- role of media in disseminating information

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the Performance Criteria, Required Skills and Knowledge, the Range Statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Assessment must confirm the ability to:

- collate and prepare timely, accurate, relevant and consistent information to be disseminated to a range of stakeholders to meet their individual information requirements
- develop an IUC Plan to meet the needs of the community, media, stakeholders and the incident control structure
- organise and conduct community meetings to assist local groups to prepare themselves and to manage their risks

Consistency in performance

Competency should be demonstrated over time in a range of actual or simulated workplace environments.

Context of and specific resources for assessment

Context of assessment

Competency should be assessed in an operational environment or in an industry-approved multi-agency simulated workplace environment.

Specific resources for assessment

Access is required to:

- incidents or simulation of incidents, in a multi-agency workplace environment

Method of assessment

In a public safety environment assessment is usually conducted via direct observation in a training environment or in the workplace via subject matter supervision and/or mentoring, which is typically recorded in a competency workbook.

Assessment is completed using appropriately qualified assessors who select the most appropriate method of assessment.

Assessment may occur in an operational environment or in an industry-approved simulated work environment.

Forms of assessment that are typically used include:

- direct observation
- interviewing the candidate
- journals and workplace documentation
- third party reports from supervisors
- written or oral questions

Range Statement

The Range Statement relates to the Unit of Competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the Performance Criteria is detailed below.

<i>Initial briefing</i> may include:	• Current situation • Objectives and strategies • Potential occupational health and safety (OH&S) issues • Potential public health and environmental risks
<i>Supervisor</i> may be:	• Incident Controller in NCTC ICCS • Planning Officer in AIIMS
<i>Incident Action Plan</i> may include:	• Accommodation and welfare arrangements • Communications Plan • Incident objectives • Information on alternative or fallback strategies • Information Plan for dissemination of information to all stakeholders • Information regarding the necessary logistical arrangements • Management arrangements, including establishment of sectors and divisions • Management structure if established • Maps or site plans of the incident • Medical Plan and consideration of occupational health and safety issues • Resources to be allocated to each division and sector • Statement of current situation and predictions of the incident's likely development (including key risk exposures) • Strategies to achieve defined incident objectives • Structural chart depicting the personnel in the incident management arrangements, including establishment of divisions and sectors • Timings of meetings and changeovers • Traffic management
<i>Incident Management Team</i> may include:	• Incident Controller • Planning Officer • Operations Officer • Logistics Officer • Safety Advisor
<i>Structure of the Information Unit</i> may include:	• Community relations • Internal communication

- Media liaison
- Web updates

<i>Incident complexity</i> may include:	• Agency policy • Fuel type • Incident location • Incident size and behaviour • Jurisdictional boundaries • Organisational complexity • Political sensitivity • Threat to life and property • Topography • Type of incident management and combat operations implemented • Values at risk
<i>Briefings</i> may include:	• Situation • Mission • Execution • Administration • Command • Communications • Safety
<i>Information Unit Communications Plan</i> may include:	• Communication objectives • Communication strategies for communicating with the media, the community, internal stakeholders, and involved and affected organisations • Feedback mechanisms • Messages • Target audiences • Timelines for communicating with target audiences
<i>Involved and affected organisations</i> may include:	• Combat organisations • Contracted companies and organisations • Control agency • Recovery organisations • Support organisations • Utilities
<i>Risks</i> may include:	• Consideration of worst case scenarios • Misuse of information by stakeholders • Release of incorrect information • Safety risks and hazards • Values at risk
<i>Constraints</i> may include:	• Environmental • Physical • Political • Social

Target audiences may include:

- Temporal
- Businesses
- General public
- Government agencies
- Incident personnel
- Internet users
- Local landowner groups
- Local conservation groups
- Media
- Ministers

Stakeholders may include:

- Community
- Government
- Media
- Other organisations

Communication with communities both affected and likely to be affected by the incident may include:

- Door knocks
- Forums
- Letter drops
- Meetings
- Radio communications
- SMS

Unit Sector(s)

Not applicable.