



Australian Government

RGRCMN402 Participate in media interviews for racing

Release: 1

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Modification History

Release	Comments
Release 1	This version released with RGR Racing and Breeding Training Package Version 2.0.

Application

This unit of competency describes the skills and knowledge required to work effectively with the media. It identifies the various forms of media and the benefits of working cooperatively with the media, as well as strategies for dealing with both positive and negative publicity.

It applies to individuals from the greyhound, harness or thoroughbred codes of the racing industry, who participate in press conferences and impromptu interviews.

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

Pre-requisite Unit

Nil

Unit Sector

Common (CMN)

Elements and Performance Criteria

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Prepare for interviews	1.1 Clarify purpose of interview, the media used and workplace policy in relation to interviews 1.2 Clarify obligations of racing personnel to racing authority and rules of racing when participating in media interviews 1.3 Consider obligations and code of conduct of journalists when agreeing to participate in formal and informal interviews 1.4 Clarify topic and confirm authority to comment before the

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
	commencement of the interview 1.5 Prepare information for planned interviews by predicting questions and preparing answers and reading workplace documentation on topics that are relevant to the purpose for the interview, racing authority regulations, the rules of racing and ethical practices 1.6 Practice interview techniques with colleagues prior to the commencement of the interview 1.7 Ensure personal presentation and public speaking skills are appropriate for media type and format
2. Participate in interviews	2.1 Present information in a relevant and succinct format for media source and potential audience 2.2 Demonstrate appropriate non-verbal communication skills during interviews 2.3 Use appropriate communication strategies to manage direction and purpose of the interview by deflecting critical remarks or questions and providing information in a systematic manner 2.4 Manage impromptu interviews to provide relevant information, while complying with racing protocols and rules of racing according to workplace policy 2.5 Apply strategies to build a rapport with media personnel to enhance interview technique
3. Review interview performance	3.1 Seek feedback on interview performance from appropriate personnel 3.2 Review information given to ensure the rules of racing or racing authority protocols were not breached 3.3 Review own performance and identify potential improvements for future interviews

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria.

Skill	Description
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Skill	Description
Reading	Recognise the structures and key features of a range of familiar texts, including workplace policy on media interviews, the rules of racing and racing authority regulations
Oral communication	- Practise answering questions with racing colleagues to prepare for communication with media interviewer - Provide clear information on topic and answer questions succinctly when interacting verbally with media interviewers - Use tone and pace appropriate for audience and non-verbal communication to enhance presentation skills
Interact with others	Work cooperatively with colleagues so as to be informed about racing issues and community views on racing
Get the work done	- Take responsibility for planning and organising own research to meet planned and unplanned media interviews - Use various media technology, including social media - Address interview-related communication in a calm, considered manner by providing objective, factual information that supports workplace perspectives

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
RGRCMN402 Participate in media interviews for racing	RGRCMN402A Participate in media interviews for racing	Updated to meet Standards for Training Packages. Changes to elements and performance criteria for clarity.	Equivalent unit

Links

Companion Volumes, including Implementation Guides, are available at VETNet - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=5c4b8489-f7e1-463b-81c8-6ecce6c192a0>

Assessment Requirements for RGRCMN402 Participate in media interviews for racing

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Performance Evidence

An individual demonstrating competency in this unit must satisfy all of the elements and performance criteria of this unit. There must be evidence that the individual has:

- clarified topic and considered workplace obligations and responsibilities prior to agreeing to a media interview
- prepared a list of potential questions that may be asked or issues that may be discussed in a media interview about two current topics
- practised interview techniques with colleagues, on at least two occasions, including:
 - providing accurate verbal information in a structured and succinct manner
 - deflecting critical remarks or questions
 - using non-verbal communication skills
- participated in a real media interview or realistic role-play on at least one occasion, demonstrating appropriate personal speaking and presentation skills and interaction with interviewer
- obtained feedback on own performance.

Knowledge Evidence

An individual must be able to demonstrate the knowledge required to perform the tasks outlined in the elements and performance criteria of this unit. This includes knowledge of:

- workplace and racing industry communication practices, protocols and obligations for participating in media interviews
- relevant rules of racing and controlling body or Principal Racing Authority regulations relating to media interview topic or content
- different forms of media, including social media
- types of interview formats, including formal and informal formats
- basic overview of code of conduct for journalists and media interviewers
- personal grooming and presentation requirements
- verbal and non-verbal communication skills relevant to interview technique
- communication strategies for:

- answering and dealing with difficult questions and criticisms
- dealing with impromptu interview situations
- building rapport
- obtaining feedback on interview performance.

Assessment Conditions

Assessment of skills must take place under the following conditions:

- physical conditions:
 - relevant racing sector work site or an environment that accurately represents workplace conditions
- resources, equipment and materials:
 - workplace and racing industry communication protocols relating to media interviews
- specifications:
 - relevant workplace documentation and resources
- relationships:
 - real racing personnel and media interviewers or realistic role-plays and scenarios.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

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