



Australian Government

Assessment Requirements for SFIXSI401 Participate in a media interview or presentation

Release: 1

Assessment Requirements for SFI XSI401 Participate in a media interview or presentation

Modification History

Release	Comments
Release 1	This version released with SFI Seafood Industry Training Package Version 1.0.

Performance Evidence

An individual demonstrating competency must satisfy all of the elements and performance criteria in this unit.

There must be evidence that the individual has participated in at least one media interview or presentation on an issue affecting the workplace or industry on one occasion, including:

- preparing and issuing a media release on the issue
- making the relevant arrangements for the interview
- communicating effectively during the interview or presentation to suit the target audience and present a positive image
- responding effectively to spontaneous questions
- seeking guidance on advancing personal image and presentation skills.

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:

- issues affecting the workplace or the operational environment requiring media coverage
- media options and opportunities for presenting issue and information
- effective writing techniques for media releases
- effective presentation techniques used for different media and audiences
- statutory, legislative or legal requirements and/or obligations for making public announcements
- technologies and systems for managing and presenting information.

Assessment Conditions

Assessment of skills must take place under the following conditions:

- physical conditions:

- skills must be demonstrated in a media presentation or public forum setting or an environment that accurately represents workplace conditions
- resources, equipment and materials:
 - presentation equipment
- specifications:
 - documentation relating to any formalising of media relationships
 - regulations and codes of practice relevant to public announcements
- relationships:
 - evidence of interactions with audience.

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

Links

Companion Volumes, including Implementation Guides, are available at VETNet: -
<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=e31d8c6b-1608-4d77-9f71-9ee749456273>