



Australian Government

Department of Education, Employment and Workplace Relations

SFIPROC611C Participate in a media interview or presentation

Release: 1

SFIPROC611C Participate in a media interview or presentation

Modification History

Not Applicable

Unit Descriptor

Unit descriptor	This unit of competency involves representing a seafood enterprise or industry group in a range of situations. Needs might emerge from a product recall, a similar emergency situation or from a need for the seafood enterprise/group to promote a positive image to the target audience. The unit also addresses the needs of seafood enterprises in small or close knit communities where the significance of the enterprise to that community imposes a representative role on individuals to promote the wider interest. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.
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Application of the Unit

Application of the unit	All enterprise or workplace procedures and activities are carried out according to <i>relevant government regulations, licensing and other compliance requirements.</i>
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Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Prepare and issue media releases	1.1. The content of proposed media release is consistent with the intent of the message/information. 1.2. Specific details are researched and confirmed, where appropriate. 1.3. Media release is prepared using language appropriate to the target audience. 1.4. The destination and timing of the media release is confirmed to ensure contact with target audience. 1.5. Authority to proceed is sought appropriate to the intent of the media release. 1.6. Media release, with relevant contact detail, is issued and clarification of content is provided, as appropriate.
2. Arrange media interviews	2.1. Medium for interview is selected to ensure reach to target audience. 2.2. Appropriate and mutually convenient time/place for interview is established. 2.3. Material and/or information are prepared in advance of interview with specific data/information confirmed by specialists.
3. Conduct media interviews	3.1. Media interview is conducted to advantage the preferred position or perspective. 3.2. Verbal and non-verbal skills are used to advantage the enterprise. 3.3. Opportunities to advance a preferred position or point of view are captured.
4. Prepare action plans for impromptu interviews	4.1. Action plans are prepared to identify situations where an impromptu interview may be required or sought. 4.2. Checklists are developed to address key points which may be raised or questions during an impromptu interview.
5. Deliver presentations in a public forum	5.1. Information is gathered and assessed for relevance to topic and audience. 5.2. Appropriate language is used to deliver message clearly and authoritatively. 5.3. Ideas or concepts are developed logically and articulated clearly. 5.4. Questions are dealt with effectively.

ELEMENT	PERFORMANCE CRITERIA
	5.5. Appropriate <i>verbal and non-verbal forms of communication</i> are used.
6. Develop personal image and presentation skills	6.1. Professional and social situations likely to be encountered are identified. 6.2. Requirements of presenters are determined and <i>expectations of presenter</i> are clarified. 6.3. Advice and guidance is sought as to most appropriate techniques for presentation and image/grooming.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- communicating verbally and in writing
- communicating with diverse audiences
- demonstrating active listening techniques
- developing cogent arguments
- identifying issues affecting the enterprise
- optimising presentation opportunities
- presenting information and expressing point of view in public forums, both impromptu and planned
- prioritising tasks and giving appropriate attention to detail
- seeking feedback and guidance on performance
- setting goals for self improvement
- using technology to search for information, prepare presentations, write reports and communicate electronically.

Literacy skills used for:

- adapting presentation style to suit target audience
- reading and writing complex reports.

Numeracy skills used for:

- calculating time and/or space

REQUIRED SKILLS AND KNOWLEDGE

- confirming financial and/or costing data
- meeting and/or setting deadlines.

Required knowledge

- issues affecting the enterprise or the operational environment
- media options and opportunities
- presentation techniques
- statutory, legislative or legal requirements and/or obligations with regard to public announcements
- systems for managing information, including its currency
- techniques for writing for maximum impact.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment evidence required to demonstrate competence in this unit

Assessment must confirm the ability to:

- assess own performance, seek feedback and act on constructive advice
- capitalise on opportunities to represent the enterprise or industry group by utilising or capturing media attention and other possibilities, such as public speaking opportunities
- deliver messages with conviction
- manage work to achieve goals and results
- prepare accurate and cogent materials
- seek out and act on opportunities to the benefit of the enterprise
- use technology for information management and communication.

Assessment must confirm knowledge of:

- available learning methods to maintain currency of knowledge regarding issues affecting the enterprise or industry group
- day-to-day workings of the media and media contact points
- knowledge related to seafood enterprise or industry group
- legal and liability issues affecting enterprise contact with the media.

Context of and specific resources for assessment

Assessment of this unit may occur in either a real or simulated workplace.

Resource may include:

- access to candidates peers and/or managers
- access to key stakeholders
- audio and/or video facilities to simulate presentations or review historical material

EVIDENCE GUIDE	
	• documentation relating to any formalising of media relationships • regulations and codes of practice relevant to the enterprise.
Method of assessment	The following assessment methods are suggested: • case studies • demonstration in the workplace • third-party reports.
Guidance information for assessment	This unit may be assessed holistically with other units within a qualification.

Range Statement

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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.	
<i>Relevant government regulations, licensing and other compliance requirements</i> may include:	• business or workplace operations, policies and practices: • commercial law, including fair trading and trade practices • consumer law • corporate law, including registration, licensing and financial reporting • disability policies and practices • equal opportunity, anti-discrimination and sexual harassment • industrial relations and awards, individual employment contracts and share of catch agreements • jurisdictional variations • superannuation • taxation • trade practices

RANGE STATEMENT	
	- warnings and dismissals - worker's compensation - ecologically sustainable development (ESD) principles, environmental hazard identification, risk assessment and control - food safety, Hazard Analysis Critical Control Point (HACCP), hygiene and temperature control along chain of custody - imports quarantine and inspection, and importing approved arrangements for Australian Quarantine Inspection Service (AQIS), Australian Customs Service (ACS) and Biosecurity Australia (BA) - land, buildings and vehicles: - buildings and structures design and appearance, constructions and additions - use of utilities, including water, natural gas, electricity and sewage - water or land lease, tenure or ownership and use - occupational health and safety (OHS) hazard identification, risk assessment and control - product quality assurance: - correct naming and labelling (e.g. country of origin, Australian Fish Names Standard and eco-labelling) - correct quantities, sizes and other customer requirements - third-party certification (e.g. Australian Grown and ISO 14001:2004 Environmental management systems).
Message/information may include:	- food or product recall advice - generalised information - general information about products - seafood emergency information.
Target audience may include:	- general public - interest groups - local community.
Authority to proceed may include:	- the need to clarify issues of liability and/or legality - key stakeholders, such as:

RANGE STATEMENT	
	• health authorities • insurers • police.
<i>Situations</i> may include:	• threats to domestic or export markets • emergency situations, such as storms, flood, fire and theft • impact of changed regulations • product recalls • skill shortages • threats to industry sustainability.
<i>Appropriate language</i> may include:	• clarity • eliminating ambiguity • relevance and understanding of cultural sensitivities.
<i>Verbal and non-verbal forms of communication</i> may include:	• active listening and engagement of the audience • aggressive posture, tone or language • passive posture, tone or language • relevance and understanding of jargon and acronyms.
<i>Expectations of presenter</i> may include:	• attentiveness • grooming • promptness • relevance of information provided • sensitivity to issues • timing.

Unit Sector(s)

Unit sector	Seafood processing
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Co-requisite units

Co-requisite units	
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Co-requisite units		

Competency field

Competency field	
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