



Australian Government

Assessment Requirements for SIFXMPR004 Liaise with the media

Release: 1

Assessment Requirements for SIFXMPR004 Liaise with the media

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to:

- select appropriate media outlets and personnel according to the purpose for liaison, aims and desired outcomes and to develop a successful ongoing relationship with media personnel
- prepare and present information in a format to suit the requirements of the media outlet.

Evidence of performance of two or more media liaisons is required to demonstrate consistency of performance and ability to respond to different situations.

Knowledge Evidence

Demonstrated knowledge of:

- purposes for media in the funeral industry, including:
 - public relations
 - placement of public notices
 - coverage of public or celebrity funeral
- public relations principles, including:
 - types of media, including print, television and radio
 - role of the media in disseminating information
 - requirements of different media outlets regarding presentation of information, deadlines, amenities, briefing areas and media liaison personnel requirements, and bilingual personnel and information
- social, religious and cultural differences and traditions in relation to public notices for funeral coverage
- workplace policies and procedures relating to media liaison
- federal, state or territory legislation relating to privacy and consumer protection.

Assessment Conditions

Skills must be demonstrated in the workplace or in a simulated environment that is as industry realistic as possible. In a simulated environment, it is essential that assessment is conducted:

- using suitable facilities, equipment and resources, including:
 - computers, communication technology and software programs to liaise with the media

- documentation including organisation information and promotional materials
- under industry conditions where there is:
 - integration of tasks with possible interruptions to work typical of the job role
 - speed and timing requirements that reflect commercial operating conditions
 - interaction with media representatives

Assessors must satisfy the NVR/AQTF mandatory competency requirements for assessors.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c2c3131e-4418-4aa3-8ff1-a855c95f7fd6>