



Australian Government

DEF50517 Diploma of Defence Public Affairs

Release 1

DEF50517 Diploma of Defence Public Affairs

Modification History

Release 1. This is the first release of this qualification in the DEF Defence Training Package.

Qualification Description

This qualification allows for the attainment of competencies in Defence public affairs.

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

Packaging Rules

11 units of competency are required for this qualification comprising:

- 5 core units listed below, plus
- 6 elective units.

Choose a minimum of 4 elective units from Group A.

Choose the remaining 2 elective units from Group B elective unit list below or from elsewhere within this training package, or from another endorsed training package, or from an accredited course.

All elective units chosen from outside this qualification must support the learning outcomes of this AQF qualification level.

Elective units chosen must not duplicate content already covered by other units in this qualification.

Where imported units are selected, care must be taken to ensure that all prerequisite units specified are complied with.

Core units

DEFDPA005	Develop and implement media plans
DEFDPA006	Develop and implement a public affairs strategic plan
DEFDPA007	Develop and implement effective communication strategies
DEFDPA008	Manage public affairs projects
DEFDPA009	Apply knowledge of public affairs in a service environment

Group A: Specialisation elective units

DEFDPA004	Manage media requirements at major events
PSPGEN070	Persuade and influence opinion
PSPGEN082	Coordinate public affairs events and activities
PSPGEN083	Manage public affairs
PSPGEN084	Provide public affairs advisory service
PSPGEN085	Manage media relationships

Group B: General elective units

BSBFIM501	Manage budgets and financial plans
BSBINM501	Manage an information or knowledge management system
BSBWOR501	Manage personal work priorities and professional development
DEFGEN005	Develop relationships with other organisations
DEFGEN007	Conduct risk assessment in a Defence environment
DEFGEN011	Interpret policy, legislation and regulations
DEFGEN027	Manage equity and diversity
PSPGEN053	Provide leadership
TAEDEL301	Provide work skill instruction

Qualification Mapping Information

This qualification replaces but is not equivalent to DEF52712 Diploma of Defence Public Affairs.

Links

Companion Volume implementation guides are found in VETNet - <https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=6bdbab1e-11ed-4bc9-9cba-9e1a55d4e4a9>