



Australian Government

DEF42912 Defence Public Affairs

Release 1

DEF42912 Certificate IV in Defence Public Affairs

Modification History

Release	TP version	Comments
2	DEF12 V2	New qualification. Equivalent to DEF41612 Certificate IV in Defence Public Affairs. Structure and packaging rules changed.
1	DEF12 V1	First release.

Description

Not applicable.

Pathways Information

Not applicable.

Licensing/Regulatory Information

Not applicable.

Entry Requirements

Not applicable.

Employability Skills Summary

Employability Skills are part of a unit of competency.

Employability Skills statements from a selection of units of competency from the DEF41612 Certificate IV in Defence Public Affairs have been reproduced in the table below.

This table provides an example of Employability Skills for the qualification because Employability Skills within a qualification will vary depending on the qualification packaging options.

Defence qualifications have core units (which must be achieved) and elective units (where there is a choice of units which must be achieved) so different Employability Skills Summaries are possible within the one qualification, depending on the package of core units and chosen elective units.

Employability Skill	Employability Skills Statement
Communication	<ul style="list-style-type: none"> • acknowledge contributions of personnel in a positive way • advise and involve the community in public safety activities • answer general enquiries, give presentations and participate in conferences, community forums and public speaking • communicate effectively with personnel to encourage contributions to the briefing/debriefing in a constructive and positive way • communicate information verbally and non-verbally • ensure an appropriate style is determined and maintained throughout, is correctly structured and quotes correctly attributed • ensure the preparation and presentation of information is accurate and in accordance with policies, procedures and guidelines • identify a potential story and obtain clearance from supervisor • identify key story points and reader specific angles • interpret comments, listen to questions and analyse information • maintain and engage regularly, a network of contacts • produce stories that are fit for publication within a Defence publication – stories must be accurate, with minimal possibility of misinterpretation and conform to government and Defence policies • provide advice on prevention and mitigation techniques in a way that acknowledges community concerns • provide information to other organisations in a clear, concise and comprehensive manner • summarise and record brief/debrief findings • understand legislative responsibilities (such as privacy, freedom of information) relevant to provision of information • understand security considerations • undertake effective two-way communication with the community
Teamwork	<ul style="list-style-type: none"> • develop networks and relationships, and liaise effectively • establish formal and informal networks • manage group processes • participate in regular meetings and forums

	<ul style="list-style-type: none"> • seek, encourage and value contributions from personnel during the brief/debrief • submit stories for proofreading and clearance by the senior reporter • work within a team environment
Problem solving	<ul style="list-style-type: none"> • apply communications ethics that are relevant to the audience and organisation • demonstrate an awareness of current affairs and Defence issues • interpret complex information in documents and interviews and make it readable and understandable to a wide variety of readers • keep up-to-date material about Defence issues and current affairs through using a wide variety of sources
Initiative and enterprise	<ul style="list-style-type: none"> • identify a story through personal initiative or following direction from the editor or sub editor
Planning and organising	<ul style="list-style-type: none"> • identify and factor into planning, public affairs objectives and constraints • identify information that is newsworthy and suitable for Defence publications, through personal initiative or following direction from the editor or sub editor • maintain a library of professional publications • plan, prepare and schedule briefing/debriefing • recognise and meet deadlines • select appropriate location for briefing/debriefing
Self-management	<ul style="list-style-type: none"> • judge newsworthiness with limited supervision • recognise and adhere to deadlines when writing reports/stories • review own performance, and set clear goals and objectives
Learning	<ul style="list-style-type: none"> • develop an awareness of current affairs and Defence issues • participate in media training, presentation skill exercises and public relations activities
Technology	<ul style="list-style-type: none"> • prepare facilities, locations and/or equipment prior to any demonstration or tour by meeting organisation standards and occupational health and safety guidelines • use media equipment and communications systems such as overhead projectors, electronic whiteboard, electronic presentation equipment, organisation technical equipment, practical demonstration equipment

Packaging Rules

14 units of competency are required for this qualification including:

- 7 core units
- 7 elective units

Choose a minimum of 4 elective units from the Group A list below.

Choose the remaining 3 elective units from the Group A or B elective lists below, **or** elsewhere within this training package, **or** another endorsed training package, **or** accredited course.

Where a pre-requisite unit is attached to an elective unit it is identified by this symbol L .

The pre-requisite units attached to any of the elective units must be undertaken and are additional to the number of elective units required for the qualification.

The elective units should be selected from the units that most closely align to an individual's occupational outcomes.

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

Code	Core Units
DEFPA002	Identify material suitable for media publication
DEFPR303B	Write material suitable for publication within Defence
PUACOM005B	Foster a positive organisational image in the community
PUACOM006B	Plan and conduct a public awareness program
PUACOM007B	Liaise with other organisations
PUAOPE015A	Conduct briefings/debriefings
SITXEVT017B	Provide on-site event management services
Code	Group A Elective Units (Specialisation)
DEFPA003	Conduct market profiling
DEFPR304B	Edit provided copy
BSBCMM401A	Make a presentation
PSPGOV406B	Gather and analyse information

PUATEA002B	Work autonomously
PUATEA003B	Lead, manage and develop teams
Code	Group B Elective Units (General)
DEFPA004	Manage media requirements at major events
DEFPA005	Develop and implement a media plans
DEFPA006	Develop and implement public affairs strategic plans
DEFPA007	Develop and implement effective communication strategies
DEFPA008	Manage public affairs projects
DEFPA009	Capture video images
BSBOHS301B	Apply knowledge of OHS legislation in the workplace
BSBWOR501B	Manage personal work priorities and professional development