



Australian Government

Department of Education, Employment and Workplace Relations

DEF51212 Diploma of Defence Public Affairs

Release: 1

DEF51212 Diploma of Defence Public Affairs

Modification History

Not applicable.

Description

Not applicable.

Pathways Information

Not applicable.

Licensing/Regulatory Information

Not applicable.

Entry Requirements

Not applicable.

Employability Skills Summary

Employability Skills Summary for DEF51212 Diploma of Defence Public Affairs

Employability Skills are part of a unit of competency.

Employability Skills statements from a selection of units of competency from the DEF51212 Diploma of 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.

Employability Skill	Employability Skills Statement
Communication	<p>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.</p> <ul style="list-style-type: none"> • communicate facts in a fluent, clear and interesting manner • complete all required documentation • conduct operational debriefs • conduct press conferences and group interviews • ensure instructions and directions are communicated to team members clearly and unambiguously • ensure organisational protocols are followed when liaising with the media • liaise with media and other organisation personnel • maintain communication with the team leader and provide supervisor with feedback and constructive advice • provide attention to detail • recognise, discuss and deal with team members' concerns and queries • refer to supervisor any issues that cannot be rectified or addressed • represent issues to management • retain professionalism under duress • show empathy with victims and operational personnel • understand and implement instructions and directions • understand current media liaison practices • understand legal and organisation requirements relating to confidentiality, libel, accuracy and discrimination • understand the requirements of different media (newspapers, magazines, radio, television) and the requirements of local vs regional vs national media • understand the role of media in disseminating information • undertake public speaking and media presentations • undertake informal performance counselling and provide

	<p>feedback on performance</p>
Teamwork	<ul style="list-style-type: none"> • act as a team leader • allocate duties, rosters and responsibilities to team members • encourage team members • mentor and coach team members • maintain the safety of others • monitor the performance of others and take appropriate action through coaching and mentoring • set goals, identify tasks and present to team members • undertake team building
Problem solving	<ul style="list-style-type: none"> • analyse and solve problems • deal with incidents where the media has become involved • take action to correct inappropriate behaviour
Initiative and enterprise	<ul style="list-style-type: none"> • manage media to ensure the integrity of information being disseminated • translate media research and analysis into clear advice to stakeholders
Planning and organising	<ul style="list-style-type: none"> • change the media strategy at any time to suit operational demands and level of incident • ensure media personnel and VIPs are provided with occupational health and safety clothing where appropriate • promote the work and achievements of organisation, volunteer and other organisation personnel at incident throughout the incident to assist in maintaining morale and public profile • schedule and plan information briefing sessions and tours to appropriate times in line with operational responsibilities and media requirements • use the media plan to form the media strategy
Self-management	<ul style="list-style-type: none"> • accept responsibilities • act independently • ensure own demeanour and presentation reflects the professional standards of the organisation and support for victims and others affected by the incident • ensure own level of authority is recognised and adhered to • ensure personal safety and safety of others is maintained • ensure that the individual decision making process is conducted in accordance with standard procedures • monitor individual performance against defined performance requirements and ensure appropriate action is taken to maintain performance • provide feedback on own performance • set performance requirements

Learning	<ul style="list-style-type: none">• deal with diverse groups and strategies for undertaking public speaking• develop an understanding of media requirements
Technology	<ul style="list-style-type: none">• use appropriate information technology and software

Packaging Rules

Qualification Requirement: 14 units

All 10 core units plus 4 elective units

The elective units may be taken from the elective units listed below, or may include 2 units taken from within this Training Package or any other endorsed Training Package at the same qualification level or at a higher level.

Code	Core Units
PUACOM009B	Manage media requirements at a major incident
PUATEA002B	Work autonomously
BSBADV507A	Develop a media plan
BSBFLM501B	Manage personal work priorities and professional development
BSBFLM502A	Provide leadership in the workplace
BSBFLM506A	Manage workplace information systems
BSBMGT601A	Contribute to strategic direction
BSBMGT602A	Contribute to the development and implementation of strategic plans
CHCCOM4B	Develop, implement and promote effective communication techniques
THTFME02B	Provide on-site event management services
Code	Elective Units
BSBADM502A	Manage meetings
BSBADM503A	Plan and manage conferences
BSBFLM404A	Lead work teams
BSBMGT503A	Prepare budgets and financial plans
BSBMGT605A	Provide leadership across the organisation
BSBSUS301A	Implement and monitor environmentally sustainable work practices
CUSADM04A	Manage a major project
CUSADM07A	Establish and maintain work and contractual relationships
TAADEL301C	Provide training through instruction and demonstration of work skills