



Australian Government

DEF33012 Defence Public Affairs

Release 1

DEF33012 Certificate III in Defence Public Affairs

Modification History

Release	TP version	Comments
2	DEF12 V2	Structure and packaging rules changed. Equivalent to DEF31812 Certificate III in Public Affairs
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 DEF33012 Certificate III 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"> • communicate on a range of possible organisational responses to clients in a timely manner • deal with stakeholders in line with ethical and professional standards to develop trust and mutual understanding • develop working relationships with stakeholders and use in a way that provides identifiable benefits to the organisation and the community from shared expertise and resources • exercise courtesy, consideration and sensitivity with clients • follow procedures for dealing with difficult clients • interact with internal and external clients • locate, interpret and provide relevant information to requests • manage information to support the achievement of the organisation's objectives • obtain, complete and process all necessary documentation according to organisation's policy and procedures • provide advice to stakeholders that is consistent with organisation policy, needs, quality standards and legislative responsibilities • report the results of information gathering, analysis and synthesis within agreed timeframes • revise own writing to enhance meaning and effectiveness • submit recommendations for improving the information system • transcribe material accurately from oral to written text • use appropriate presentation techniques, style and language • use both verbal and non-verbal communication techniques • use language that can be readily understood by avoiding any misinterpretation
Teamwork	<ul style="list-style-type: none"> • display strong interpersonal skills • encourage and support other team members meeting goals and objectives • guide and facilitate teams • implement effective team work

	<ul style="list-style-type: none"> • recognise and apply equity and diversity principles • recognise, value and adjust own behaviour to individual differences in the workplace by treating others with respect and dignity • seek assistance within the organisation when required • take part in group discussions and informal meetings • understand small group dynamics • understand the principles of team work and teams aims and objectives • work in an acceptable and non-discriminatory manner while establishing rapport and good working relationships with all colleagues
Problem solving	<ul style="list-style-type: none"> • analyse information to identify relevant trends and developments in terms of the needs for which is acquired • apply statistical methods and use mathematical calculations • complete reports detailing activities, results and recommendations • evaluate public safety awareness activities in terms of their costs and benefits • gather, analyse and synthesise information for policy development and organisation decision making • use collection techniques, collection methods and evaluate information issues
Initiative and enterprise	<ul style="list-style-type: none"> • identify a story through personal initiative or by following direction from the editor/or sub editor
Planning and organising	<ul style="list-style-type: none"> • demonstrate understanding of, and apply throughout operation, occupational health and safety requirements and recognised safety precautions including those contained in procedures • establish interview parameters with subject • gather event details and support materials and present in a logical, relevant and concise manner to the media • identify information needs and sources • plan, prepare and conduct an interview to uncover information for a Defence publication • prepare plans to obtain information which is not available or accessible within the organisation • supply relevant and succinct information to the media when operational responsibilities are under control and when an organisational representative is available to talk to the media
Self-management	<ul style="list-style-type: none"> • comply with workplace equity and diversity practices • conduct self in a manner that shows sensitivity to the differences between colleagues • recognise the limit of own authority • work without supervision

Learning	<ul style="list-style-type: none">• develop analysis and display techniques, information collection and collation capabilities and information evaluation skills
Technology	<ul style="list-style-type: none">• use appropriate information technology and media equipment• use available technology to manage information• use management information systems by storing and retrieving data for decision making

Packaging Rules

13 units of competency are required for this qualification including:

- 6 core units
- 7 elective units

Choose a minimum of 5 elective units from the Group A list below.

Choose the remaining 2 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 ⊥.

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
DEFPA001	Promote the organisation's mission and values
PUACOM001C	Communicate in the workplace
PUACOM003B	Manage information
PUACOM010B	Promote the organisation's mission and services
PUACOM011B	Develop community awareness networks
PUACOM012B	Liaise with the media at a local level
Code	Group A Elective Units (Specialisation)
DEFEQ001C	Work with equity and diversity
DEFPR303B	Write material suitable for publication within Defence
BSBOHS201A	Participate in OHS processes
BSBWOR301B	Organise personal work priorities and development
PSPGOV301B	Work effectively in the organisation
PSPGOV303B	Build and maintain internal networks

PUACOM002B	Provide services to clients
Code	Group B Elective Units (General)
DEFPA002	Identify material suitable for media publication
PUAMAN002B	Administer work group resources
PUATEA001B	Work in a team
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 and debriefings