



Australian Government

DEF40117 Certificate IV in Defence Public Affairs

Release 1

DEF40117 Certificate IV in 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

14 units of competency are required for this qualification comprising:

- 7 core units listed below, plus
- 7 elective units.

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

Choose the remaining 2 elective units from the 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

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|-----------|--|
| DEFDPA002 | Identify material suitable for media publication |
| DEFDPA004 | Manage media requirements at major events |
| 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 |

Elective units

| | |
|------------|--|
| BSBCMM401 | Make a presentation |
| BSBWOR501 | Manage personal work priorities and professional development |
| DEFGEN003 | Lead a team |
| DEFGEN019 | Write material suitable for publication within Defence |
| DEFGEN023 | Capture video images |
| DEFDPA003 | Conduct market profiling |
| PSPGEN027 | Gather and analyse information |
| 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 |
| SITEEVT010 | Manage on-site event operations |

Qualification Mapping Information

This qualification replaces but is not equivalent to DEF42912 Certificate IV in 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>