



Australian Government

DEF42925 Certificate IV in Defence Public Affairs

Release 1

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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.

This qualification is for personnel who work autonomously within a team environment that requires them to write material for publication, make judgements about the suitability of material for publication within known and changing contexts, and take responsibility for their decisions.

Graduates with this qualification:

- provide public affairs support to military operations, exercises, and activities within Australia and overseas
- protect and enhance the public profile of the Defence Forces
- write and edit public information products, including print and digital articles, social media content, and media releases
- gather high-quality public relations products, such as video, still photographs, and text for release to the media
- prepare senior officers and military personnel for media engagements
- liaise with the media and manage media releases
- liaise with the community, particularly at events
- perform escort and support duties
- oversee the gathering, management, and quality of Defence public relations product, including stills and video imagery, and articles for publication.

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:

- 8 core units
- 3 elective units.

Choose a minimum of 2 elective units from the list of elective units below.

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

Where an elective unit is chosen from outside this qualification:

- it must reflect the occupational and learning outcomes of this Australian Qualifications Framework (AQF) qualification level
- it must not duplicate content already covered by other units in this qualification
- care must be taken to ensure that all prerequisite units specified are complied with.

Core units

DEFDPA001	Promote the organisation's mission and values
DEFDPA002	Identify material suitable for media publication
DEFDPA004	Manage media requirements at major events
DEFDPA007	Develop and implement effective communication strategies
DEFDPA009	Apply knowledge of public affairs in a service environment
DEFGEN003	Lead a team
DEFGEN006	Work with equity and diversity
DEFGEN019	Write material suitable for publication within Defence

Elective units

DEFDPA008	Manage public affairs projects
DEFGEN011	Interpret policy, legislation and regulations
PSPGEN090	Engage with stakeholders
PSPGEN140	Use advanced workplace communication strategies
PSPPCY014	Support policy implementation
PUACOM005	Foster a positive organisational image in the community
PUACOM007	Liaise with other organisations

Qualification Mapping Information

This qualification replaces but is not equivalent to DEF40117 Certificate IV in Defence Public Affairs.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=6bdbab1e-11ed-4bc9-9cba-9e1a55d4e4a9>