



**Australian Government**

# **DEF50525 Diploma of Defence Public Affairs**

**Release: 1**

# DEF50525 Diploma of 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.

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, take responsibility for their decisions, and manage internal and external relationships.

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 public affairs plans and strategies
- develop, implement, and monitor strategic, operational, and/or tactical communication strategies
- provide advice about public affairs and managing public affairs issues
- lead Defence Public Affairs teams in support of Defence activities
- conduct media awareness training for Defence personnel.

No licensing, legislative or certification requirements apply to this qualification at the time of publication.

## Packaging Rules

13 units of competency are required for this qualification comprising:

- 9 core units
- 4 elective units.

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

Choose the remaining 2 elective units 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
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
DEFGEN019	Write material suitable for publication within Defence

**Elective units**

BSBPEF402	Develop personal work priorities
BSBWHS311	Assist with maintaining workplace safety
CUAAIR411	Plan and conduct interviews
CUAPHI313	Process photo images
CUAPHI411	Capture images in response to a brief
CUAPOS412	Manage media assets
CUAPPR403	Store and maintain finished creative work
DEFDPA003	Conduct market profiling
DEFGEN018	Conduct an interview to support written material
PSPGEN120	Provide strategic direction
PSPGEN150	Establish and maintain strategic networks
PSPPCY014	Support policy implementation

PUAMAN002      Administer allocation of resources

## Qualification Mapping Information

This qualification replaces but is not equivalent to DEF50517 Diploma of 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>