



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **DEF41612 Certificate IV in Defence Public Affairs**

**Release: 1**

## **DEF41612 Certificate IV in 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 DEF41612 Certificate IV in Defence Public Affairs

Employability Skills are part of a unit of competency.

Employability Skills statements from a selection of units of competency from the DEF41612 Certificate IV 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.

<b>Employability Skill</b>	<b>Employability Skills Statement</b>
<b>Communication</b>	<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"> <li>• acknowledge contributions of personnel in a positive way</li> <li>• advise and involve the community in public safety activities</li> <li>• answer general enquiries, give presentations and participate in conferences, community forums and public speaking</li> <li>• communicate effectively with personnel to encourage contributions to the briefing/debriefing in a constructive and positive way</li> <li>• communicate information verbally and non-verbally</li> <li>• ensure an appropriate style is determined and maintained throughout, is correctly structured and quotes correctly attributed</li> <li>• ensure the preparation and presentation of information is accurate and in accordance with policies, procedures and guidelines</li> <li>• identify a potential story and obtain clearance from supervisor</li> <li>• identify key story points and reader specific angles</li> <li>• interpret comments, listen to questions and analyse information</li> <li>• maintain and engage regularly, a network of contacts</li> <li>• produce stories that are fit for publication within a Defence publication - stories must be accurate, with minimal possibility of misinterpretation and conform to government and Defence policies</li> <li>• provide advice on prevention and mitigation techniques in a way that acknowledges community concerns</li> <li>• provide information to other organisations in a clear, concise and comprehensive manner</li> <li>• summarise and record brief/debrief findings</li> <li>• understand legislative responsibilities (such as privacy, freedom of information) relevant to provision of information</li> </ul>

	<ul style="list-style-type: none"> <li>• understand security considerations</li> <li>• undertake effective two-way communication with the community</li> </ul>
<b>Teamwork</b>	<ul style="list-style-type: none"> <li>• develop networks and relationships, and liaise effectively</li> <li>• establish formal and informal networks</li> <li>• manage group processes</li> <li>• participate in regular meetings and forums</li> <li>• seek, encourage and value contributions from personnel during the brief/debrief</li> <li>• submit stories for proofreading and clearance by the senior reporter</li> <li>• work within a team environment</li> </ul>
<b>Problem solving</b>	<ul style="list-style-type: none"> <li>• apply communications ethics that are relevant to the audience and organisation</li> <li>• demonstrate an awareness of current affairs and Defence issues</li> <li>• interpret complex information in documents and interviews and make it readable and understandable to a wide variety of readers</li> <li>• keep up-to-date material about Defence issues and current affairs through using a wide variety of sources</li> </ul>
<b>Initiative and enterprise</b>	<ul style="list-style-type: none"> <li>• identify a story through personal initiative or following direction from the editor or sub editor</li> </ul>
<b>Planning and organising</b>	<ul style="list-style-type: none"> <li>• identify and factor into planning, public affairs objectives and constraints</li> <li>• identify information that is newsworthy and suitable for Defence publications, through personal initiative or following direction from the editor or sub editor</li> <li>• maintain a library of professional publications</li> <li>• plan, prepare and schedule briefing/debriefing</li> <li>• recognise and meet deadlines</li> <li>• select appropriate location for briefing/debriefing</li> </ul>
<b>Self-management</b>	<ul style="list-style-type: none"> <li>• judge newsworthiness with limited supervision</li> <li>• recognise and adhere to deadlines when writing reports/stories</li> <li>• review own performance, and set clear goals and objectives</li> </ul>
<b>Learning</b>	<ul style="list-style-type: none"> <li>• develop an awareness of current affairs and Defence issues</li> <li>• participate in media training, presentation skill exercises and public relations activities</li> </ul>
<b>Technology</b>	<ul style="list-style-type: none"> <li>• prepare facilities, locations and/or equipment prior to any demonstration or tour by meeting organisation standards and occupational health and safety guidelines</li> <li>• use media equipment and communications systems such as overhead projectors, electronic whiteboard, electronic presentation equipment, organisation technical equipment,</li> </ul>

	practical demonstration equipment
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## Packaging Rules

### Qualification Requirement: 12 units

#### All 9 core units plus 3 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.

<b>Code</b>	<b>Core Units</b>
PUACOM005B	Foster a positive organisational image in the community
PUACOM006B	Plan and conduct a public awareness program
PUACOM007B	Liaise with other organisations
DEFPR301B	Identify material suitable for publication within Defence
DEFPR303B	Write material suitable for publication within Defence
PUAOPE004B	Conduct briefings/debriefings
BSBCM311A	Maintain workplace safety
BSBMKG401A	Profile the market
BSBMKG407A	Make a presentation
<b>Code</b>	<b>Elective Units</b>
BSBCM304A	Contribute to personal skill development and learning
BSBSUS301A	Implement and monitor environmentally sustainable work practices
CUSADM03A	Manage a project
DEFPR304B	Edit provided copy
PUATEA002B	Work autonomously
PUATEA003B	Lead, manage and develop teams
THTFME02B	Provide on-site event management services