



**Australian Government**

# **DEF52712 Defence Public Affairs**

**Release 1**

## DEF52712 Diploma of Defence Public Affairs

### Modification History

Release	TP version	Comments
2	DEF12 V2	New qualification. Equivalent to DEF51212 Diploma of Defence Public Affairs. Structure and packaging rules changed.
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 DEF52712 Diploma of 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
<b>Communication</b>	<ul style="list-style-type: none"> <li>• communicate facts in a fluent, clear and interesting manner</li> <li>• complete all required documentation</li> <li>• conduct operational debriefs</li> <li>• conduct press conferences and group interviews</li> <li>• ensure instructions and directions are communicated to team members clearly and unambiguously</li> <li>• ensure organisational protocols are followed when liaising with the media</li> <li>• liaise with media and other organisation personnel</li> <li>• maintain communication with the team leader and provide supervisor with feedback and constructive advice</li> <li>• provide attention to detail</li> <li>• recognise, discuss and deal with team members' concerns and queries</li> <li>• refer to supervisor any issues that cannot be rectified or addressed</li> <li>• represent issues to management</li> <li>• retain professionalism under duress</li> <li>• show empathy with victims and operational personnel</li> <li>• understand and implement instructions and directions</li> <li>• understand current media liaison practices</li> <li>• understand legal and organisation requirements relating to confidentiality, libel, accuracy and discrimination</li> <li>• understand the requirements of different media (newspapers, magazines, radio, television) and the requirements of local vs regional vs national media</li> <li>• understand the role of media in disseminating information</li> <li>• undertake public speaking and media presentations</li> <li>• undertake informal performance counselling and provide feedback on performance</li> </ul>
<b>Teamwork</b>	<ul style="list-style-type: none"> <li>• act as a team leader</li> <li>• allocate duties, rosters and responsibilities to team members</li> </ul>

	<ul style="list-style-type: none"> <li>• encourage team members</li> <li>• mentor and coach team members</li> <li>• maintain the safety of others</li> <li>• monitor the performance of others and take appropriate action through coaching and mentoring</li> <li>• set goals, identify tasks and present to team members</li> <li>• undertake team building</li> </ul>
<b>Problem solving</b>	<ul style="list-style-type: none"> <li>• analyse and solve problems</li> <li>• deal with incidents where the media has become involved</li> <li>• take action to correct inappropriate behaviour</li> </ul>
<b>Initiative and enterprise</b>	<ul style="list-style-type: none"> <li>• manage media to ensure the integrity of information being disseminated</li> <li>• translate media research and analysis into clear advice to stakeholders</li> </ul>
<b>Planning and organising</b>	<ul style="list-style-type: none"> <li>• change the media strategy at any time to suit operational demands and level of incident</li> <li>• ensure media personnel and VIPs are provided with occupational health and safety clothing where appropriate</li> <li>• promote the work and achievements of organisation, volunteer and other organisation personnel at incident throughout the incident to assist in maintaining morale and public profile</li> <li>• schedule and plan information briefing sessions and tours to appropriate times in line with operational responsibilities and media requirements</li> <li>• use the media plan to form the media strategy</li> </ul>
<b>Self-management</b>	<ul style="list-style-type: none"> <li>• accept responsibilities</li> <li>• act independently</li> <li>• ensure own demeanour and presentation reflects the professional standards of the organisation and support for victims and others affected by the incident</li> <li>• ensure own level of authority is recognised and adhered to</li> <li>• ensure personal safety and safety of others is maintained</li> <li>• ensure that the individual decision making process is conducted in accordance with standard procedures</li> <li>• monitor individual performance against defined performance requirements and ensure appropriate action is taken to maintain performance</li> <li>• provide feedback on own performance</li> <li>• set performance requirements</li> </ul>
<b>Learning</b>	<ul style="list-style-type: none"> <li>• deal with diverse groups and strategies for undertaking public speaking</li> <li>• develop an understanding of media requirements</li> </ul>
<b>Technology</b>	<ul style="list-style-type: none"> <li>• use appropriate information technology and software</li> </ul>



## Packaging Rules

11 units of competency are required for this qualification including:

- 6 core units
- 5 elective units

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

Choose the remaining 3 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  $\perp$ .

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
DEFPA004	Manage media requirements at major events
DEFPA005	Develop and implement media plans
DEFPA006	Develop and implement public affairs strategic plans
DEFPA007	Develop and implement effective communication strategies
DEFPA008	Manage public affairs projects
BSBWOR501B	Manage personal work priorities and professional development
Code	Group A Elective Units (Specialisation)
BSBFIM501A	Manage budgets and financial plans
BSBINM501A	Manage an information or knowledge management system
PSPGOV511A	Provide leadership
TAEDEL301A	Provide work skill instruction
Code	Group B Elective Units (General)
PSPGOV605A	Persuade and influence opinion

PSPPA502A	Coordinate public affairs events and activities
PSPPA601A	Manage public affairs
PSPPA602A	Provide public affairs advisory service
PSPPA603A	Manage media relationships