



Defence Public Affairs

Telling the New Zealand Defence Force story

Why does Public Affairs exist?

- To protect and enhance the reputation of the three services and NZDF
- Important role in crisis management
- To give the NZDF a voice



What is the aim of Public Affairs?

- To show New Zealanders the value NZDF adds to New Zealand
- To actively promote opportunities that align with CDF's strategic intent
- To proactively tell our stories
- To build community engagement – we want people to like NZDF
- Show younger Kiwis NZDF is a positive career choice



We're a group of specialists

We're on camps and bases, as well as in HQNZDF

Communications
& Media Advisors

Designers

Photographers

Content Editors

Marketing

Video team

Digital

Heritage, protocol and
commemorations

What are our channels?

- Traditional press
- Internal communication
- Internet
- Social media
- Face-to-face
- Service magazines



How we can help the Cadets

- Promote and publicise your activities
- Encourage media interest
- Strengthen your 'voice' both within NZDF and externally
- Link with NZDF recruiting
- Link in with other NZDF activities happening
- Provide you with an entry point into our wider team and their services

How the Cadets can help us

- Tell us when your activities are happening – even if you think it doesn't have PR value
- Provide us with a few contact points into your cadet organisation
- Be willing to have your story told