

OBJECTIVES

Emergency Media and Public Affairs Ltd (EMPA) has recognised both the limited options for professional development and the often haphazard approach to research and development of new methodologies and techniques; all this in a field where lives can be saved through sound professional practice.

EMPA is committed to building the profession of emergency public information officer: its identity, its expectations of itself and the clarity of its core position within the response and recovery process.

This accreditation process aims to develop the professional capabilities of participants and to recognise and acknowledge their commitment and achievements.

Australia's focus on improving our methods and approaches to emergency communications has long attracted international recognition. As the only industry body in this field in the world, EMPA enjoys significant support from all the emergency agencies in Australia and the framework of this accreditation process has been enthusiastically received internationally.

Accreditation will provide recognition of those committed to a career in emergency public information, of those who understand the core role of communication in emergency management.

It will develop the knowledge and theoretical awareness of participants to inform their practice.

It will provide an industry standard and benchmark to achieve a highly capable, versatile and informed workforce.

ABOUT EMPA

Crisis and emergency communications is a highly specialised field within the wider public communications arena.

Emergency Media and Public Affairs (EMPA) is a registered not-for-profit company, formed by like-minded professionals aiming to further the profession of the emergency or crisis communicator and is recognised by the Australian Research Council (ARC) as the peak body in this field.

EMPA runs an annual conference intended to share experience and knowledge amongst crisis communicators from both government and industry.

EMPA has also established the EMPA Research and Development Centre, which acts as a centre for research ideas, but also as a 'clearing house' for research ideas from government and industry. A founding principle of EMPA was to bridge the gap between practitioners and researchers to ensure operational practice is improved by sound, practical research, for the broader community's benefit.

DISCLAIMER

EMPA in no way aims to establish standards governing the conduct of emergency communicators, their agencies or management. This program is designed to establish industry benchmarks for individual applicants to achieve and once met, be accredited in accordance with them.

www.emergencymedia.org

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PROFESSIONAL ACCREDITATION PROGRAM

PROFESSIONAL RECOGNITION

PROFESSIONAL DEVELOPMENT

BENCHMARKING

STRIVING FOR BEST PRACTICE

ACCREDITED EMERGENCY
PUBLIC INFORMATION OFFICER

AEPIO

*Do not just follow in my footsteps.
Go beyond them on your own
journey to a new destination.*



INDIVIDUAL BENEFITS

- Meet the standards of your peers as set by the ARC peak body for your profession.
- Achieve international recognition at your own pace.
- Achieve a competitive edge professionally.
- Attain professional flexibility and longevity by ensuring that you not only have an understanding of your usual work context, but also of other operating environments and agencies.

AGENCY BENEFITS

- Outsource your team's professional development program.
- Have your team meet an internationally recognised standard, as set by EMPA, the ARC peak industry body.
- Feel confident that AEPIOs with broad industry knowledge can easily integrate in times of need.

PROGRAM PROCESS

Once your application and payment has been received, a comprehensive briefing guide will be sent to you. An EMPA Fellow, from a field appropriate to your area of practice, will be appointed as your mentor to provide guidance and feedback throughout the process.

After the modules set out in the briefing guide have been successfully completed, a panel will be held. This panel with three EMPA Fellows, including your mentor, will allow you to clarify, verify and discuss your submissions.

PROGRAM STRUCTURE

- Biography - the story of how you have reached where you are.
- References - from your current and past supervisors.
- Participation in a major exercise or operation - description of your role and endorsement of your performance by your supervisor.
- Three written papers - submissions must demonstrate practical knowledge, analytical strength and theoretical underpinning of opinion.
 - Topic 1 - local knowledge - a discussion of your agency's strengths and weaknesses and changes you would make to improve its methods and results.
 - Topic 2 - broader industry knowledge - an analysis of your organisation's operating methods and environment compared to another region/organisation.
 - Topic 3 - analysis of your experiences in a major exercise / operation.
- Exam - candidates must pass a 1hr examination, assessing wide industry knowledge and an understanding of current research and readings.
- Panel - a panel of three industry experts, appointed as EMPA Fellows, will meet with the candidate to verify and clarify the submissions.

FEES AND CONDITIONS

- The application fee is A\$300.
- The application fee is non-refundable.
- Any module failed will incur a A\$50 re-application fee.
- An additional administrative fee of A\$50 will be payable if the program is not completed within 12 months.
- Annual Review - annual self assessments will be required with random audits conducted to verify their accuracy.
 - Professional development training conducted.
 - Awareness of current related research on emergency communications to inform practice and deepen understanding of the profession as a whole.
 - Workplace training such as First Aid maintained.
- Re-Accreditation will be required every three years. Three successful cycles with evidence of professional growth, development of broader perspectives and team leadership will likely result in appointment as an EMPA Fellow.
- Upon successful Accreditation, the post nominal AEPIO may be used.

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