



# *Pen over Sword*

*The newsletter of the  
Australian Army Public Relations Service*

July 2016 edition



## Message from the Head of Corps

COL Jeff Squire

Greetings from a wintery Canberra. It is not often that I see snow falling outside my Russell Offices window, but 2016 has delivered.

Sadly 2016 has also delivered continued uncertainty as recent events in Iraq, Syria, Turkey, France and the United States confront us with complex and enduring security threats. The AAPRS will remain at the forefront of telling the Army and ADF story as we work together with our coalition and whole-of-government partners in this generational challenge.

As WO2 Ruskin notes below, 2016 has marked a significant step for AAPRS with the move of SGT Mick Davis and SGT Janine Faber into the Army Headquarters communication team. Their work has been outstanding so far and I am pleased that AAPRS photographers are now contributing directly within the the AHQ team.

I plan to continue to support a move towards basing AAPRS management at AHQ. We are engaged in discussion with LTCOL Pierpoint re moving more AAPRS reserve positions into the AHQ structure – specifically those O5 positions within the Senior Reserve Advisory Group (SRAG). This will allow SRAG members to continue to perform their regional Corps Advisor roles while also being available, and resourced, to support AHQ routine or project work. This will be an important practical and symbolic development. In time I would like to see the Head of Corps function also centralised in AHQ, allowing AAPRS, rightly, to prioritise support to Army while contributing to the joint MPA capability like our Navy and Air Force counterparts. A work in progress.

LTCOL Barlow provides an update below on the Joint Military Public Affairs review initiated by VCDF through MAJGEN Crane last year.

MAJGEN Crane has provided a report that sets the conditions to allow Military Information Effects Branch to take this work forward through a proposed formal Military Public Affairs Capability Working Group and also explore opportunities for alignment, and potential efficiencies, within the APS Public Affairs job family professionalisation framework.

MAJGEN Crane's report confirmed that a joint MPA capability management approach is essential. He also recognised the significant challenges and inherent complexity in establishing an efficient training and capability management structure across the three services and joint elements within the broader Defence construct. This work is now squarely before us. We have an outstanding opportunity over the next 12-18 months to shape the future of ADF MPA. Please engage in this endeavor enthusiastically when LTCOL Barlow reaches out for your input.

My thanks to all of you for your efforts so far this year. Continuing work in in the Middle East, outstanding coverage of ADF support to Fiji, comprehensive community engagement throughout Ex HAMEL and a myriad of other activities have all had AAPRS personnel in key roles. Your work is important and valued.

I commend this 'bumper' edition of *Pen over Sword* to you and again thank MAJ Lily Mulholland for pulling it together. The contributions from across the Corps are increasing both in volume and quality. Please continue to use *Pen over Sword* to allow us all to share and learn from your experience and thoughts.

Look after yourselves and those you love.

## 'Soldier's Five' from the Colonel Commandant

COL John Weiland (Rtd)

On behalf of all AAPRS personnel, I have great pleasure in congratulating members who have been recognised for their outstanding work. Firstly, our Head of Corps, COL Jeff Squire, who was awarded the Conspicuous Service Cross for exceptional service in this year's Queen's Birthday honours. CPL Jake Sims is congratulated in receiving a CJTF Bronze Commendation during his six-month tour of duty with Operation Okra. SGT Ray Vance received this year's Damien Parer Photography Award and SGT Hamish Paterson received the Barry Buckley Video Award. He is making quite a habit of winning; if my memory serves me correctly, it is the third time that he has received this honour. Well done, Hamish.

It was pleasing to see that our personnel serving in the Middle East have arrived home safely after completing their rotation. Our best wishes for a safe return of those replacing them are extended by all members. This year has also been busy personnel-wise, with several new officers being appointed, together with a number of imagery specialists. CAPT Anna-Lise Rosendahl is congratulated for receiving the leadership award during her SSO course.

A number of factual errors relating to the Corps were corrected with Blue Sky Publishers and the Army History Unit of their recent publication *Customs and Traditions of the Australian Army*. Although the errors were few in number, they nevertheless detracted from what is an otherwise excellent reference book.

After several attempts, it is now likely the Vietnam Nominal Roll will be updated to correctly reflect our Vietnam-era members' true Corps as RAAEC (PR) instead of RAAEC. This has been a bone of contention for our Vietnam veterans and after 50 years, will be rightfully rectified.

The proposed Corps history to be published on our 25th Anniversary in 2019 is slowly coming to fruition. Five chapters are near completion, including the important chapters, of our involvement in the Vietnam campaign and an early history of our Corps, from its beginning in World War I. I ask that although we have another three years to publish, the designated chapter authors are reminded that time passes quickly. Remember, this is your history and you all have a part to play.

The influential Australian Strategic Policy Institute (ASPI) has published on its [website](#), a five part series 'The ADF and The Media'. Noted journalist Graeme Dobell wrote the articles and although there are parts that are not flattering to us, the series is considered to be essential professional reading and in many ways, lessons can be learned. The same can be said of Monash University's Kevin Foster, who wrote the article comparing the ADF's media policy in the MEAO to that of the Netherlands and Canada (review on p.13). While he critiques our performance, he also comments on the Taliban and Isis media policies. It is important we read these papers and understand their lessons for future operations.

Overall, under the stewardship of our Head of Corps and Corps Sergeant Major, we are exponentially improving and gaining new skills on a continuous basis. I cannot recall when the Corps or its predecessor was in better shape, particularly our reputation across the ADF and the embracing of military skills by all ranks.

In conclusion, former Corps members Brian Swift, Craig Murphy and Bill Cuneen, are still on the sick list but their condition is stable. Together with former Corps RSM Barry Buckley, I intend to shortly visit Bill at his nursing home in Sydney to check on his welfare and to bring him up to speed on Corps matters.

## Message from the Deputy Head of Corps

LTCOL Haydn Barlow

VCDF has considered phase one of the MPA Review and provided his direction for future work. Two things are evident: first, we will focus on an interim solution for photographer and military reporter training; and second, an enduring MPA capability framework that is agreed to and funded by the Services is some way off yet.

Our work will now focus on the immediate problem at hand. VCDF agreed that a unilateral approach to training by the services would be 'grossly inefficient'. So we will work with the services to agree a joint approach to training which produces common core skills and those specific to the needs of the services. As a stop-gap, we will explore 'off-the-shelf' options, including what requirements can reasonably be met through our Coalition partners. Our aim is to have this stop-gap in place by 2017, pending funding allocations.

The deeper work involved in defining capability needs, employment concepts, preparedness requirements, essential tasks and corresponding skills, employment categories, training methodology, and organisational structures is linear in nature. We cannot move straight to designing employment categories and organisational structures without first establishing the fundamental building blocks of our capability through doctrine. This is governed by a fairly rigid capability development framework that measures projects in years. But it also introduces an opportunity to formally strengthen ties with the other information-related capabilities and realise some of the efficiencies such relationships can yield.

Why the bureaucratic detail? I know this work impacts your careers and want to be sure you have as much information as possible on how it is progressing. Frankly, I was hoping to be further down this path than we are now. But getting these foundations right will strengthen our future.

On a lighter note, it is terrific to see the innovative work that came out of Exercise Hamel this year. Good ideas executed well. It is also pleasing to see some of our members' great achievements recognised in this edition.

First to our Head of Corps, on behalf of all AAPRS members past and present, congratulations on being awarded a Conspicuous Service Cross in this year's Queen's Birthday awards. Your commitment to the Corps and Joint Military Public Affairs has been outstanding.

Second, I take my hat off to those members who make the time and have the courage to contribute to professional journals. This is one of the best ways to defend our capability and inform senior leadership about matters shaping the information environment.

Finally, thank you to all the contributors to this edition – especially those who highlighted the leadership and preparedness qualities that differentiate us from our civilian counterparts. We must keep these skills as sharp as our specialist ones.



## Message from the Corps SM WO2 Neil Ruskin

For AAPRS photographers, 2016 started with an unusual twist as Army HQ expanded to create two positions for members of the Corps. SGT Mick Davis and the then CPL (now SGT) Janine Fabre posted into AHQ to begin their new role providing direct support on exercises and to Army strategic messaging. With almost endless travel and more than a few new experiences they have produced amazing product and a have represented the Corps well.

The 2015 Awards night (held in February 2016) highlighted the abilities of the photographers through the selection of the top images and videos. Even senior news snappers were envious of some of the images captured. 'This year's selection is by far the best I've seen,' Press Gallery President and Fairfax photographer Andrew Meares said after viewing the submissions.

Mr Meares and former Army News reporter and SMH photographer Wade Laube were among the judges for the AAPRS Damien Parer Photography Award.

The winning photo, taken by SGT Ray Vance, is of Australian Minister for Foreign Affairs, The Honourable Ms Julie Bishop MP, being greeted by Commander Joint Task Force 633, Rear Admiral Trevor Jones, AO, CSC, and the Australian Ambassador to Afghanistan Mr



Matthew Anderson after arriving in Kabul. MAJGEN Frewen commented that he was so impressed by the picture he emailed it to his wife.

'The greeting looks like royalty coming of the aircraft with body armour, the contrast of a war zone with gracefulness makes the image,' said Andrew Meares.

SGT Hamish Paterson took out the Barry Buckley Video Award, which was judged by ABC News Senior Cameraman Greg Nelson.

'The combination of smoke and shouting, along with a careful slide of the camera made for some amazing vision, even the night drill lessons under lights gave a dramatic feel,' said Mr Nelson.

'It's a difficult choice this year, there are some great clips here that I feel would put a lot of industry cameramen in their place,' Mr Nelson said.

SGT Paterson deployed into the Senior Imagery Specialist role in the Middle East and found it extremely rewarding. 'It's been great to see other imagery specialists deployed forward reach back for advice. Seeing others make similar mistakes or encounter similar challenges to those I've had to deal with in the past and being able to provide advice and solutions has been humbling,' he said.

'Seeing and photographing a female officer cadet graduate at the ANAO academy in Afghanistan and receive an award for coming second overall in her class was by far the most memorable moment of the tour. The crowd cheering her on was about 90 per cent male. The applause and cheers were fairly substantial for the young Afghan male who won the Duntroon Sword of Honour but when the young female graduate placed second and took the stage to receive her award the cheers and roar

of approval from the audience almost lifted the ceiling.

‘It was an incredible moment and sent a shiver through me. You could feel the pride in that room or the realisation that history was in the making. My first time in Afghanistan ten years ago it was extremely rare to see a female in Afghanistan in any capacity and always covered up. Now I witnessed a woman not only succeed in what was only a male world but be publicly supported for doing so. That was a change in culture that I never thought I’d see in this life time in Afghanistan let alone ten years. I think it proved that despite what the sceptics think, progress is being made.’

CPL Jake Sims returned from a six month deployment with TG Taji, receiving a CJTF Bronze Commendation for his work whilst passing through AMAB. With everyone from the Prime Minister down re-posting his work to social media, Jake found his trip rewarding and at times challenging. ‘This place is amazing to take photos,’ Jake said. In an unusual twist, Jake was met by ex AAPRS Sergeant Major Gary Ramage in Iraq, who was there to work in his current role as News Corp Senior Photographer. ‘It was fantastic meeting him; he had some great pointers and we worked well together,’ said Jake.



SGT Ray Vance, who also only recently returned from the MEAO, started the year with a rapid deployment on Operation Fiji Assist; in fact his team was deployed there directly from another Middle East Force Prep Course. With little notice to move and a newly-posted Navy imagery specialist, SGT Vance was returning excellent images to Australia only hours after arriving in Fiji with the recce elements of Task Force 635.

AAPRS welcomed CPL Kyle Genner in May this year as our newest photographer. Hitting the ground running, CPL Genner has already begun producing great imagery.

The next six months will see ongoing training and development to further enhance the imagery specialists’ ability to integrate with the ADF’s deployed elements in all three services.



## MilReps

The Military Reporters from the Directorate of Defence News and Multimedia continue to produce an impressive array of articles, images and video to promote the good work of the ADF.

New MilRep CPL Seb Beurich, who posted in from HQ 1 BDE in January, has quickly made his mark. He covered Exercise Predators Gallop at Cultana in March, including a live-fire battle run and a joint fires day. He enjoyed Cultana so much he headed back at the end of June to cover Exercise Hamel.

CPL Max Bree has this year completed his Subject 1 for SGT Course at Canungra. He went back to Queensland to report on the arrival of the new MAN trucks and followed up with a fantastic centrespread of stories and pics on the new Infantry Integrated Combat Course.

In April, CPL Mark Doran returned from a six-month deployment to the MER and was replaced by WO2 Andrew Hetherington, who has already made several trips into Afghanistan. During his deployment, CPL Doran joined HMAS Melbourne for two weeks at sea and later reported on HMAS Darwin. He also made three trips to report on the Combined Task Force 150 and the work of the Maritime Operations Support Group within Combined Maritime Forces.



Photo: CPL Bree



Photo: CPL Doran

Several trips to Afghanistan covered the work of Task Group Afghanistan and ADF personnel embedded with NATO Resolute Support mission.

CPL Doran also joined a Forces Entertainment Tour and the ADF Parliamentary Program during their trips to Kabul.

He grasped the opportunity to develop his video skills and produced 'shout outs' which satisfied network demands for activities such as the AFL and NRL grand finals, Christmas, Anzac Day and Mother's Day. He also produced video compiles featuring White Ribbon Day, HMAS Darwin and the Air Mobility Task Group. Other duties included sharing the management of the JTF633 Facebook page and assisting with the new JTF633 Twitter account.

Overall, CPL Doran produced almost 500 images for the Defence image gallery, nearly 100 articles and 12 video compiles – an extensive and impressive output.

SGT Dave Morley has been combining his full reporting schedule with management of the MilRep team since the deployment of WO2 Hetherington.

Well done to the team for continuing to produce high quality work while maintaining a packed schedule.





Front cover: Keeping watch. Photo credit: CPL Jake Sims  
Back cover: The Combat Survival Training School (CSTS) at RAAF Base Townsville conducts Survival, Evasion, Resistance and Escape (SERE) training for ADF aircrew.  
Photo credit: CPL Mark Doran





## 1st Joint Public Affairs Unit – new member

CAPT Anna-Lise Rosendahl

People always ask ‘why’ when I say I switched from television reporting to Army public relations. A thirst for adventure, travel and something different is my general answer and one year on, I’ve achieved all three.

My first day was a mixture of excitement and nerves. I’d come straight off civvie street, not knowing what to expect. I didn’t know how to salute or march, how to pay correct compliments and being called ‘Ma’am’ was completely foreign. I couldn’t even look the part for a week because I didn’t own an Army uniform. Even getting a proper feel of the 1st Joint Public Affairs Unit was difficult as three quarters of it left for Exercise Talisman Sabre 15 on my second day. Those who remained though were great in showing me the ropes and making me feel only slightly nervous about walking across Russell solo.

After two weeks in a virtually empty unit, I was sent on the tail end of Talisman Sabre in Rockhampton for some on-the-job training. This was not only my first exposure to an extended PA task but also my first proper feel of an Army environment. The week was extremely beneficial, learning about field etiquette (no saluting) and getting exposure to orders groups, incident PAGs (public affairs guidance) and media liaison.

The next few months were slow going in terms of public affairs as training took priority. The six-week specialist service officer course was fantastic for networking and provided a brief overview of



officer and Army skills. I had expected a tougher course though and found answers were not only spoon fed, but ‘we don’t want to break you’ became almost an anthem. However, I did come out more confident about being an officer in the Army and was fortunate enough to receive the Leadership Award.

While my journalism background meant many aspects of the Public Affairs Training Course were simply revision, it was interesting to see how Defence does things. The practical workshops in PAGs, PA plans, incident management and commander briefings also proved valuable.

From day one I was eager to go out on public affairs jobs and was surprised by the slow tempo and turn around compared to a television newsroom. I was used to covering up to four stories a day and pumping them out to tight daily deadlines. At 1JPAU you could go several weeks without going on a task and there were rarely tight deadlines. The clearance hierarchy was also a new concept. Sure, producers read my scripts



before I voiced them in news, however most of the time only my editor and I would see the final product before it went to air. Having two, often three levels of clearance in Defence Public Affairs was definitely something to get used to.

Despite the differences there are also many similarities and being a Military Camera Team leader is about as close as I'll get in Army Public Affairs to my old job. In fact, my first solo assignment as a MCT leader was pretending to be the press at a simulated terrorism scenario with the 2nd Commando Regiment. Ironically, I produced more SIMSATS (simulated live crosses) there than in my entire journalism career.

But being a MCT leader is much more involved than just facilitating jobs, conducting interviews and writing stories. It's very much about leading and managing my team of soldiers, sailors and airmen. In essence, being a good officer. This is the part people in the civilian world don't quite understand, and I definitely didn't until I joined. Yes, I worked in close teams in news and even managed some people in other jobs, but in Defence, it's different. The push to ensure officers and senior non-commissioned officers support their subordinates doesn't exist the same way outside.

I was excited when I was given a team to lead at 1JPAU and looked forward to going on a task with them. The first few weeks were spent juggling training courses I still had to complete with trying to devise training activities for the team. Our team was strong though and it was a shock when I learned my 2IC would be posting out in just a few weeks to Army HQ. It was a further blow several months later when not one but two of my team members deployed on operations overseas. They'll both get a lot out of their deployments though I'm sure my two new team members will bring a wealth of knowledge from their trips to the Middle East.

The start of 2016 brought a new bout of excitement. I was online over the Christmas break and everyone kept saying 'something will happen' and 'you'll be sent away.' I was ready and eager



but nothing eventuated. It was disappointing especially as I couldn't spend the time with my partner who lives on the Gold Coast.

The next few weeks was spent on mandatory training and team 'shake out' tasks that really helped see where the team was at. A table top exercise for MCT leaders on a fictional humanitarian assistance mission was also extremely beneficial as it answered many questions I had on how a MCT would actually operate on a short notice job.

Tasks started ramping up from March when I covered a counter terrorism display at Holsworthy. I got to interview the Prime Minister and couldn't help be a journo again and ask 'just one more question'. I covered my first Joint Operations Command exercise in Malaysia for Exercise Bersama Shield, learning the challenges of working with the Five Power Defence Arrangements. Then up at Shoalwater Bay for my first full Army exercise – Southern Jackaroo / Diamond Sprint 16. It was an exercise of firsts – first time living out field on an army exercise, first time firing heavy weapons and artillery and first time even travelling in Army vehicles.

Over the past 12 months I've done and experienced things I never would have if I hadn't joined the Australian Army. I've pushed myself more than I have in the past and can already see how far I've come. The rest of the year is looking exciting with more domestic and overseas trips on operations and exercises. It definitely has been a year of adventure, travel and something different and I'm looking forward to the years to come.



## Conspicuous Service Cross

Head of Corps and Director Information Activities, COL Jeff Squire was awarded a Conspicuous Service Cross in the 2016 Queen's Birthday Honours.

The CSC was awarded for: Outstanding achievement as Director Information Activities in Military Strategic Commitments Division.

*Colonel Squire has displayed outstanding professionalism and judgement as the Director Information Activities in Military Strategic Commitments Division. His exceptional management of complex communication campaigns and information effects has greatly contributed to Australian Government strategic objectives through a period of high operational tempo. These achievements have brought credit upon himself and have been in keeping with the finest traditions of the Australian Defence Force*

Congratulations to COL Squire.

## Commendation: CPL Jake Sims

Cpl Jake Sims received a Bronze Commendation for his noteworthy performance of duties as an imagery specialist with Task Group Taji at Taji Military Complex during Operation OKRA from 24 November 2015 to 01 June 2016.

The commendation was presented by Commander Joint Task Force 633, Air Vice-Marshal TC Innes, CSC on 17 May 2016.

Congratulations to Cpl Sims for the recognition of his work, which not only provided high-quality imagery for consumption by news media, but supported the Task Force Commander in completing his mission.



AVM Innes, Commander Joint Task Force 633, presents the Bronze Commendation to CPL Sims.  
Photo: SGT Hamish Paterson

## New Corps Members

The ranks of the Australian Army Public Relations Service have been boosted by the recent appointment of new officers and the corps transfer of a new imagery specialist:

- CAPT Sandy Biar has joined the ARES and is posted to HQ 5 BDE
- CAPT Zoe Griffyn has joined the ARES and will be posted to HQ 8 BDE
- OCDT Tim Sydenham will be posted to HQ 9 BDE on appointment as Captain in the ARES
- CPL Kyle Genner transferred into the AAPRS in April as an ARA imagery specialist. He is posted to 1JPAU



## Review: What the ADF might learn from its allies' media operations practices in Afghanistan

CAPT Avital Terkowski

In 1839, English novelist Edward Lytton said the pen is mightier than the sword. In 2016, this echoes reflections today that the keyboard is mightier than the gun. This is evident in recent conflict where organisations use new media to undertake information operations and dissolve the border between propaganda and public information.

In his recent article 'Going Dutch or Candidly Canadian? What the ADF might learn from its allies' media operations practices in Afghanistan', subtitled 'The primacy of perception', Kevin Foster, Associate Professor at Monash University, advocates that in recent conflicts the command of the information environment resulted in battlefield advantages. To put it simply, he says that 'the Taliban and Isis's information operations brought wins on the battlefield'.

Foster says that in Afghanistan 'the Taliban stopped Afghans from assisting the International Security Assistance Force through targeting its messages to a diverse array of audiences (from literate villagers to residents in urban areas) using night letters, well made videos and slick social media campaigns. In Iraq, ISIS gained ground by posting tweets and videos which graphically illustrated the fate of those opposing them. Iraqi troops deserted when they saw the black banners of ISIS'.

Foster suggests the ADF has much to learn from its allies' media operations practices. He compares and contrasts the ADF's dealings with the media with those of the Dutch and Canadian militaries. He claims the Australia public did not know what the ADF was doing in Afghanistan, while other nations such as the Dutch and Canadians benefited open communication from their government, military and media.

Foster challenges Defence to improve its media management practices and current state relationship with the mainstream media to communicate more effectively with the Australian public.

Further reading: the Institute for Regional Security, [\*Security Challenges, Vol. 11, 2015\*](#), which contains a special section about media and transparency in Australian Defence policy.

It includes three articles:

- 'New Media and Australia's National Security Debate', by Sam Roggeveen,
- 'A Disconnect between Policy and Practice: Defence Transparency in Australia' by James Brown, and
- 'Going Dutch or Candidly Canadian? What the ADF might learn from its allies' media operations practices in Afghanistan', by Kevin Foster.



## Publications by AAPRS members

### LTCOL Mike Harris

- ‘On Ops: Public Information and Army Lessons’, in Frame, T (ed), (2016) *On Ops’: lessons and challenges for the Australian Army since East Timor*, UNSW Press: Sydney. The article is available at: [https://www.researchgate.net/publication/283949526\\_On\\_Ops\\_Public\\_Information\\_and\\_Army\\_Lessons](https://www.researchgate.net/publication/283949526_On_Ops_Public_Information_and_Army_Lessons)

### MAJ Kate Ames

- Ewart, J. & Ames, K. (2016) ‘Talking Text: Exploring SMS and email use by Australian talkback radio listeners’, *The Radio Journal: International Studies in Broadcast & Audio Media*, vol. 14, no. 1, pp. 91-107.
- Ewart, J., McLean, H. and Ames, K. (2016) ‘Crises, disasters and politics: walking the tightrope’. *Australian Policy Online*. <http://apo.org.au/resource/crises-disasters-and-politics-walking-tightrope>
- Ewart, J., Ames, K., & Fitzgerald, R. (2016) ‘Introduction/overview’. *Discourse, Context & Media*, 11, <http://dx.doi.org/10.1016/j.dcm.2015.12.001>
- Ames, K. (2016). ‘Being a ‘Host’ or a ‘Journalist’: Orientation to role on the ABC’s Q&A’. *Discourse, Context & Media*, 11, 19-26. <http://dx.doi.org/10.1016/j.dcm.2015.12.002>
- Ewart, J., McLean, H., & Ames, K. (2016). ‘Political communication and disasters: A four-country analysis of how politicians should talk before, during and after disasters’. *Discourse, Context & Media*, 11, 3-11. <http://dx.doi.org/10.1016/j.dcm.2015.12.004>
- Ames, K. (2015). ‘Representations of the ‘region’ in Australian radio research and policy’. *Communication Politics and Culture*, 48(2), 44-58.
- Co-edited *Discourse, Media & Context*, Vol. 11 (2016) with Associate Professor Jacqui Ewart and Associate Professor Richard Fitzgerald

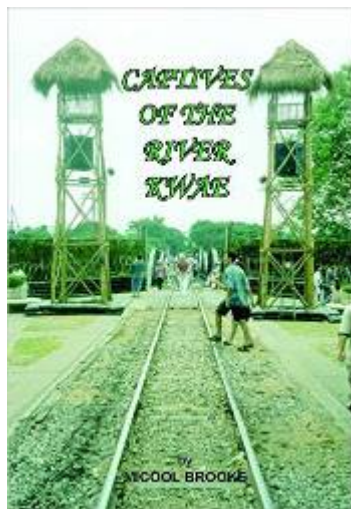
MAJ Ames has also been appointed to the national education community committee (ECC) of the Public Relations Institute of Australia commencing 2016. She is also on the national advisory board of Mindframe (Hunter Institute of Mental Health) for public relations educators. MAJ Ames is happy to send around copies of any of the papers if you are interested in them and can’t access them via the journals.



Chief of Army, LTGEN Angus Campbell acknowledges LTCOL Harris's contribution to an edited volume on lessons identified during Army operations over the past 17 years.



## Member Milestones



**MAJ Michael Brooke** has published two books about the PoWs of the Death Railway, available via:

- [Amazon](#)
- [Facebook](#)

He is writing another book about being a corporate character assassin for Rupert Murdoch's News Corp.

- [Facebook](#)

He has recently produced a doco about trekking up Monash valley at Anzac, to the frontline. The [link to the doco](#) was retweeted by the RSL and Gallipoli100. You be the judge.

**MAJ Lily Mulholland** has (finally) been awarded the degree of Master of Philosophy by the University of New South Wales.

Her dissertation was titled 'The challenges of interagency leadership in the Australian national security sector', based on a research project that centred on the challenges faced by the leadership of the Australian Civil-Military Centre during the organisation's establishment phase from 2008-2011.

This is Lily's third master's degree, the previous two being in the field of strategic studies. She may never study again...



### Our Contract with Australia

I'm an Australian soldier who is an expert in close combat  
I am physically and mentally tough,  
compassionate and courageous  
I lead by example, I strive to take the initiative  
I am committed to learning and working for the team  
I believe in trust, loyalty and respect  
for my Country, my mates and the Army  
The Rising Sun is my badge of honour  
I am an Australian Soldier - always

## Be Part of ForceNet

Be part of [ForceNet](#), a secure communications e-portal connecting personnel and providing them with access to Defence information outside of the DRN accessible via desktop computer (DRN terminal or personal device) laptop, tablet and smart phones.

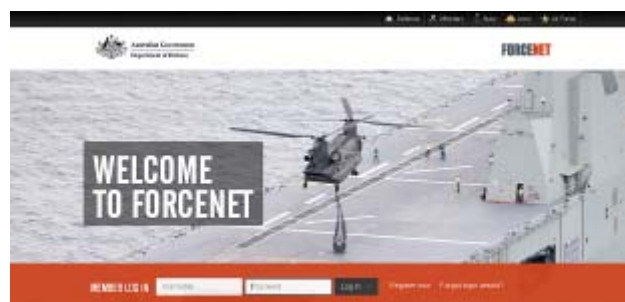
Designed to support the CDF's vision of enhancing Defence capability, it provides Defence personnel (with a current PMKeyS profile) a means to connect with your unit and other Defence members from any device with an internet connection. It enables both formal and informal UNCLASSIFIED and FOUO communication.

Communications include: group posts and messages, event invitations, file sharing, private messages, emails, and text messages anytime, anywhere you have access to the internet.

To summarise, it's like a secure Defence version of Facebook and LinkedIn on which there are groups dedicated to each ADF Units/Brigades/Divisions, as well as professional and social groups which you can join and many more features.

One of the many professional groups is the 'ADF Leadership and Culture Development' forum which is a new and evolving forum. This online forum has been created to provide a platform which encourages the sharing of knowledge, ideas and content which will assist in educating Defence personnel to foster a positive environment of effective leadership and workforce culture at all ranks.

The forum provides ADF personnel with information of upcoming workshops/seminars, links to articles, TED talks, YouTube clips, podcasts and other content which helps to develop a positive workforce culture and develop effective leadership traits in all settings across the ADF. This is a forum where members can all share those resources.



The Army Knowledge Group's **Centre for Army Lessons (CAL)** is pleased to announce the release of [Smart Soldier 44](#) (SS44).

With more than 140 tips and other valuable information, we are confident you will learn something new, regardless of your rank, trade or experience. Articles include:

- Career Management and Progression
- Exercise HAMEL 2015 Lessons
- Preparing for Subject One Courses - Part 2
- Soldier Recovery Centres and Injury Rehabilitation
- AASAM Cultural Differences
- Shooting Tips - Part 4
- 7 Combat Brigade's Good Ideas Expo 2015
- Combat Tactical Challenge 44 - for your chance to win a history book, submit your plan via the [collaborative forum](#)

## Senior Reserve Advisory Group and Corps Consultants

In 2014, Head of Corps, COL Jeff Squire, created the Senior Reserve Advisory Group (SRAG).

The Group comprises HOC, DHOC, the COL COMDT, the O5 Corps Consultants (as listed in Figure 1) and SM Corps. The secretariat is provided by the SO (Res) to HOC.

The purpose of the SRAG is to:

- provide AAPRS technical and career support to the Career Advisory Group and Defence Force Recruitment; and
- provide senior specialist officer assessment for the revised AE359 Army

Officer Performance Appraisal Report (PAR) for all AAPRS Reserve officers.

In supporting selection of personnel for commissioning into the AAPRS, Corps Consultants base their advice to the AAPRS career advisers on the officer employment criteria as outlined in the Employment Specification to ensure that only appropriately skilled, experienced and qualified people are recruited into the Corps.

Regions	Rank/Name
Vic/Tas	LTCOL Phil Pyke
SA/WA	LTCOL Sandra Turner
SEQLD	LTCOL James Baker
NQLD/NT	LTCOL Brendan Maxwell
ACT/NSW	LTCOL James Wackett

**Figure 1.** AAPRS Corps Consultant geographic areas.



All AAPRS members, past and present are invited to join the Australian Army Public Relations Service Association. Visit the website for more information: <http://penoversword.army/>

### Opportunities for serving wounded, injured and ill personnel

The Australian Defence Force Arts for Recovery, Resilience, Teamwork and Skills Program (ARRTS) uses the performing arts, visual arts and creative writing to assist with the recovery of serving wounded, injured and ill personnel.

The Program runs twice per year in Canberra, around May and November, and has demonstrated health and wellbeing benefits for participants.

Further enquiries can be directed to [ADF.ARRTS@defence.gov.au](mailto:ADF.ARRTS@defence.gov.au)



## 1st Joint Public Affairs Unit – new member

CAPT Megan McDermott

Back in 2006, while studying for my university exams I responded to a pop-up ad, which three months later saw me enlisted into the Army Reserves (ARES) as an Information Systems Technician, aka a 'Geek'. Ten years later, I am a full-time AAPRS Public Affairs Officer (PAO) posted to the 1st Joint Public Affairs Unit (1JPAU) in Canberra.

I initially enlisted into the Royal Australian Signals Corps (RASIGs) as it complemented my undergraduate studies: at the time I was completing an Honours degree in Digital Media Design at Swinburne University of Technology. For me the Reserves was an opportunity to extend my passion within a challenging, fun and unique environment.

On a 5-week stint at Shoalwater Bay on TS11 whilst providing ICT support to EXCON, I saw our 'Phots' and PAOs on-the-job. They were dealing with real issues and getting their hands dirty out in the field, capturing the everyday achievements of our Defence personnel.

From behind my desk, I decided I wanted to be doing the exciting work of the PA team. It seemed the perfect mix: a full-time job that melded my passion for Army and communication.

Without the required experience and qualifications I devised a 5-year plan: enrol in a communication degree, develop officer qualities, gain relevant civilian work experience and make myself known to the corps.

Step by step I ticked off the components of my



plan. I completed the Masters of Media Communication at the University of Melbourne and gained employment at Honda Australia within Brand Communications. I transferred to the ARES GSO FAC, graduating in February 2015 with a posting back to RASIGs.

All the while, I told every Tom, Dick and Harry about my goal of becoming a PAO. I submitted articles to Service News and volunteered PA support to the 4BDE PA cell. Eventually I built up relations with people in the corps, which helped move the application process along. In November 2015 I received my posting to 1JPAU and subsequent promotion to CAPT.

I had read somewhere that 1JPAU members could expect to be away from the unit for at least a third of the year. Within a week of posting to the unit, I was off to Canungra for the Pre-Command course being delivered to 50 of the Army's newest Commanding Officers. For me, this was like being thrown in the deep end. My background lay in corporate communications: primarily social media management, advertising and copy writing. Not only were the specifics of the PA role new to me, the mindset of being promoted from first-year LT to CAPT was still shifting into place.

Due to a senior instructor falling ill during the course, I found myself standing in front of the Army's elite officers who had been selected for command, providing them with practical training and advice on interview techniques. This was a confronting experience, albeit a

much needed crash course before facing what 2016 would bring.

Along my journey to becoming a PAO, a number of individuals discouraged my transfer from GSO to SSO on the grounds that I would be giving up the privilege to lead and command troops. They were wrong. Although I have limited my prospects in terms of commanding a troop or unit, as a MCTL I am still able to exercise command.

In February this year, Tropical Cyclone Winston struck the islands of Fiji. Being on call at the time, my team was deployed to OP FIJI ASSIST on the first C-17 flight with the recon party from HQ 1DIV.

I spent six weeks in Fiji covering the initial damage assessment, distribution of primary care and the early reconstruction phase. This provided me with ample opportunity to make decisions for my team that would have an impact on the operation as a whole. The PA contribution here was vital and often required my team to overcome operational constraints to get what we needed.

Missions saw my team move autonomously between islands in Light Landing Craft (LLC) and MRH-90 helicopters and embark HMAS Canberra. Close working relations were forged with the JTF, Republic of Fiji Military Forces, local population and the Department of Foreign Affairs and Trade. In addition, I found myself providing PA advice to the JTF Commander as both acting J09 and MCTL.

One week after returning from Fiji my team flew to France to cover the Western Front



centenary Anzac Day commemorative services together with the Department of Veteran Affairs (DVA).

Among the international jobs, my team has provided support to a number of local tasks including International Day for People with Disability, and the Arts for Recovery, Resilience and Teamwork program for wounded and ill soldiers at Canberra University. Currently, we are preparing for five weeks in Cultana, South Australia on EX HAMEL 16.

It is expected that as PA personnel we must be ready to embed with whomever the mission dictates. This could range from DVA in France to an infantry section in Cultana or even the Middle East.

I have learnt a great deal from my team members and will continue to do so with our work cut out for us for the remainder of the year. Somewhere amidst our busy schedule I will find the time to complete the introductory Public Affairs Training Course. However, learning on-the-job has been a good way to start.

It is not often that an SSO is afforded the ability to lead troops in the field on real-life operations whilst engaging in a specialist field. For this reason, I would encourage any person interested in becoming a PAO to start thinking about his or her 5-year plan and seek out the position of MCTL. Meanwhile, I look forward to the surprises, challenges and command opportunities of EX HAMEL 16 and future tasks in Australia and overseas.



Are you interested in talking about your time in the Australian Army?



Do you have a talent for making movies or web clips?



What about writing a song?



Do you enjoy art or photography?

## Why I Serve

The Australian Army is running the 'Why I Serve' media competition and we are asking you to showcase your talent.

Through our values, we want you to provide an inspiring story to tell the Australian community about your experiences, workplace, peers and family. Tell your story about what it means to be part of the Army team.

Interested Army members are encouraged to submit their entries before **5pm on Friday 19 August 2016**. For further details, terms and entry conditions please search 'Army Media Competition' or 'Why I Serve' on the DRN to find the SharePoint link.

*Serving our Nation*



## A fan-THAI-stic opportunity

CAPT Avital Terkowski

While not his first time in country, this was WO2 Ruskin's first work-related trip to Thailand.

He was supporting the ADF Peace Operations Training Centre (POTC) on the peacekeeping exercise PIRAP JABIRU, where 100 students and instructors from 21 regional militaries and police forces gathered together for two weeks in Thailand to consider the current issues and future challenges of peacekeeping.

As this was a desk-top exercise, and filled with classroom work, WO2 Ruskin found it challenging at times making it exciting for the public and the media.

'I was tasked to produce stills and three videos to support the exercise and the POTC. This gave me the opportunity to showcase the capabilities of the Joint Public Affairs Unit, which were unknown to the ADF staff and students on the exercise,' WO2 Ruskin said.

'Being on the ground, I understood the importance of the course and the opportunity it provided for all participants to develop professional knowledge, networks and cultural understanding of the militaries and police forces within our region.

'The challenge was making the exercise into a visually interesting product the team could use



to sell the importance of the exercise to the media and future participants.

'I believe that peoples' interaction makes a story. The students and instructors in this exercise obviously enjoyed each other's company, formed professional relationship and bonded as team. I wanted to capture these moments and demonstrate it through my images'.

WO2 Ruskin said this was a fantastic opportunity to work with ADF, civilians and international partners.

'The opportunity to meet so many foreign students and see them work together was a huge positive experience,' he said.

'The Australian team also included two Defence Public Servants as students. One of which is a Reservist Public Relations officer. They both assisted me with generating content and distributing the images to different channels.

'It was evident the students wanted to be there to learn and represent their country. The atmosphere was positive and supportive. I will not forget the Thai students who brought a touch of culture by offering a plate of dried grasshoppers, bugs and silkworms. Although I did not mind the taste, I will not be buying those bugs any time soon'.



The last evening of the exercise featured a dining-in night, Thai style. 'The Thai hospitably was second to none,' WO2 Ruskin said. 'They organised Karaoke, games and dancing. This bonded students and staff even closer'.

'The ambiance followed through to the next day with participants becoming eager to talk to the camera about their experiences on the course and how they will employ what they had learnt. These grabs made for easier editing and a more human story'.

You can see WO2 Ruskin's work on the Defence image and video library under 'PIRAP JABIRU'. His work allowed Defence staff in posts around the world to promote the multilateral engagement their respective country does with the ADF.

PIRAP JABIRU generated discussion on protection of civilians, gender, rules of engagement, caveats on national contributions and developing operational solutions in a

complex multi-national civil-military operational environment. There were speakers from the United Nations Headquarters, non-government and government organisations.

If you would like to find out more information on peacekeeping operations or participate in future exercises visit:

<http://www.defence.gov.au/adc/acsc/peacekeeping/>



## AAPRS ARES Officer Vacancies

AAPRS has several ARES officer vacancies in locations around Australia.

As an ARES Officer, candidates will be required to undertake the broad spectrum of public affairs functions including:

- Leading Army public affairs teams in support of Army activities (including exercises and operations);
- Providing public affairs and issues management advice to Army commanders;
- Developing and implementing strategic, operational and tactical communication strategies;
- Undertaking effective media liaison, escort and support duties;
- Preparing media releases;
- Conducting media awareness training for Army personnel; and
- Overseeing the gathering, management and quality of Army public relations product (including stills and video imagery, and articles for Army publications).

If you know someone you think would be a suitable candidate, point them in the direction of the relevant Corps Consultant (see p.17 for details) and the Army Recruitment website:

<http://www.defencejobs.gov.au/army/jobs/PublicRelationsOfficer/>







The July 2016 edition of *Pen over Sword* was produced by the AAPRS Head of Corps Cell, with contributions from AAPRS members.

The next edition is planned to be published in December 2016. While a call for news items will be issued in September, contributions are welcomed throughout the year.

Please send contributions by email to [aaprs.corps@defence.gov.au](mailto:aaprs.corps@defence.gov.au)

