

Media and Communication policy

CHAPTER 8

ENTERTAINMENT MEDIA

8.1 Entertainment media can be used to help promote Defence and its mission to the community. It includes requests from external media producers and areas within Defence for permission to use Defence establishments, resources, personnel and equipment, films, television and radio programs (including documentaries), textbooks, novels, music videos and corporate videos.

8.2 Participation in non-news and entertainment media must align with Defence's strategic direction and help promote Defence's interests and mission. Defence will facilitate the use of its publicly-funded assets and facilities in an appropriate manner to support recruitment, retention and Defence's brands.

POLICY – ENTERTAINMENT MEDIA AND NON-NEWS MEDIA HANDLING PROCESS

8.3 Non-news and entertainment media requests are managed by MECC, including the embedded teams, who will work with the Groups and Services to coordinate a response.

8.4 Defence participation in any non-news or entertainment media activity must be cleared at the Band One/One-Star level, or by an approved delegate, before they can proceed. This ensures the activity aligns with Defence's overall objectives and all potential issues have been considered.

8.5 Participation in non-news media activities, including documentaries, reality television, interviews for books, podcasts and blogs, must be referred to entertainment.media@defence.gov.au.

8.6 MECC, in consultation with the relevant Group or Service and Minister's office, will determine how the request should be handled, in accordance with the entertainment media process.

8.7 Further information can be found on the [entertainment and non-news media intranet page](#).