

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

14 February 2013

Question: AET 977-978

Topic: Communications staff (ATO)

Hansard Page: Written

Senator BUSHBY asked:

977. For all departments and agencies, please provide – in relation to all public relations, communications and media staff – the following:

- a. How many ongoing staff, the classification, the type of work they undertake and their location;
- b. How many non-ongoing staff, their classification, type of work they undertake and their location;
- c. How many contractors, their classification, type of work they undertake and their location;
- d. How many are graphic designers?
- e. How many are media managers?
- f. How many organise events?

978. Do any departments/agencies have independent media studios?

- a. If yes, why?
- b. When were they established?
- c. What is the set up cost?
- d. What is the ongoing cost?
- e. How many staff work there and what are their classifications?

Answer:

977. The following table provides a breakdown by classification of staff working in external communication activities as at 20 March 2013.

Classification	FTE
APS4	16.35
APS5	37.54
APS6	89.99
EL1	99.28
EL2.1	25.1
EL2.2	2
Total	270.26

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The ATO's communication role addresses the need to engage with millions of individuals, businesses and superannuation funds every year. The ATO aims to promote willing participation with the tax and superannuation systems and therefore places significant emphasis on supporting taxpayers to understand their rights and responsibilities. Communication plays an important part in achieving this. The 270.26 FTE detailed above represents less than 1.5% of the ATO workforce.

Communication staff in the ATO undertake the following work:

- leading, coordinating and providing professional and strategic advice targeted at external audiences, such as the development and implementation of external communication strategies
- developing information products to assist taxpayers in understanding their rights and obligations - for example, content for the ATO's web site, fact sheets and self help guides, digital resources and articles for both ATO and third party publications
- managing ATO participation in whole-of-government campaign processes and campaigns as well as non-campaign advertising, advising on, ensuring and assuring ATO compliance with whole-of-government advertisement guidelines.

Included in the 270.26 FTE as at 20 March 2013 were:

- 7 FTE in the ATO's Public Affairs Branch working in media engagement including preparing and issuing media releases and responding to media enquiries.
- 7 FTE work in the graphic design field, including two forms designers that are responsible for information design and layout.

Refer to SBT 42 for further information on the breakdown of specific roles. There has been no significant change to the breakdown previously provided.

978. No.