

Senate Standing Committee on Environment and Communications
Legislation Committee
Answers to questions on notice
Environment portfolio

Question No: 185

Hearing: Supplementary Budget Estimates

Outcome: Corporate

Programme: Policy and Communications Division

Topic: Portfolio Wide – Media Training

Hansard Page: N/A

Question Date: 27 November 2013

Question Type: Written

Senator Ludwig asked:

In relation to media training services purchased by each department/agency, please provide the following information from 7 September 2013 to date:

- a) Total spending on these services
- b) The number of employees offered these services and their employment classification
- c) The number of employees who have utilised these services, their employment classification and how much study leave each employee was granted (provide a breakdown for each employment classification)
- d) The names of all service providers engaged

For each service purchased from a provider listed under (d), please provide:

- a) The name and nature of the service purchased
- b) Whether the service is one-on-one or group based
- c) The number of employees who received the service and their employment classification (provide a breakdown for each employment classification)
- d) The total number of hours involved for all employees (provide a breakdown for each employment classification)
- e) The total amount spent on the service
- f) A description of the fees charged (i.e. per hour, complete package)

Where a service was provided at any location other than the department or agency's own premises, please provide:

- a) The location used
- b) The number of employees who took part on each occasion
- c) The total number of hours involved for all employees who took part (provide a breakdown for each employment classification)
- d) Any costs the department or agency's incurred to use the location

Answer:

Department of the Environment

1. No media training services have been purchased by the Department of the Environment from 7 September 2013 to date. This includes the Director of National Parks, Australian Antarctic Division, Supervising Scientist Division, Office of Water Science and the Commonwealth Environmental Water Office.

Bureau of Meteorology

1.

- a) \$14,700
- b) 18
- c) 9 x APS 6, 8 x Exec Level 1, 1 x Exec Level 2. No study leave was granted.
- d) Voice coach

2.

- a) Media training group of six, one day workshop, individual assessment and tutorial
- b) Combined group workshop and one-on-one
- c) 9 x APS 6, 8 x Exec Level 1, 1 x Exec Level 2.
- d)

Workshop (7 Hours)	Tutorial (1 Hour)	Classification
9 employees	9 employees	APS 6
8 employees	8 employees	EL 1
1 employee	1 employee	EL 2

- e) \$14,700
- f) \$2,500 per one day workshop, \$400 per one hour assessment and tutorial.

3. All training provided on Bureau of Meteorology premises

- a) N/A
- b) N/A
- c) N/A
- d) N/A

Climate Change Authority

1.

- a) \$4,400 (GST inclusive)
- b) Two
- c) 1 x Chief Executive Officer, 1 x SES Band 1. No study leave was granted.
- d) Mediability

2.

- a) Media Spokesperson Training Programme
- b) Group based
- c) 1 x Chief Executive Officer, 1 x SES Band 1
- d) 5 hours in total. 1 x CEO and 1 x SES Band 1 (5 hours, group based)
- e) \$4,400 (GST inclusive)
- f) Complete package.

3.

- a) N/A
- b) N/A
- c) N/A
- d) N/A

Murray-Darling Basin Authority

1.

- a) \$3,000 (GST inclusive)
- b) 12
 - 1 x Exec Director Level
 - 3 x General Manager Level
 - 5 x Exec Level 2
 - 3 x Exec Level 1
- c) Eight
 - 1 x Exec Director Level
 - 1 x General Manager Level
 - 3 x Exec Level 2
 - 3 x Exec Level 1

No study leave was required.
- d) Laurie Wilson & Associates Pty Ltd

2.

a) Media training to communicate more clearly with MDBA audiences and to help technical staff explain complex concepts and information using simple language to educate the public about the Basin Plan and MDBA activities.

b) Group based

c) Eight

1 x Executive Director Level

1 x General Manager Level

3 x Exec Level 2

3 x Exec Level 1

d) Seven hours for six employees, four hours for two employees:

Seven hours at Exec Director Level

Seven hours at General Manager Level

Combined total of 21 hours at Exec Level 2

Combined total of 15 hours at Exec Level 1

e) \$3,000 (GST inclusive)

f) Cost was for a complete training package, including one day's delivery of training plus two hours preparation time and provision of a camera and notes.

3.

a) N/A

b) N/A

c) N/A

d) N/A

Sydney Harbour Federation Trust

1.

a) \$3,618

b) Two

c) 2 x Level 6 (APS equivalent) four days training

d) ADMA

2.

- a) ADMA – Digital Marketing, Digital Copywriting, Social Media Training
- b) Group based
- c) 2 x Level 6 (APS equivalent)
- d) 30 hours
- e) \$3,618
- f) Complete package

3.

- a) Carrington Street, Sydney
- b) Two
- c) 30 hours for 2 x Level 6 (APS equivalent)
- d) Nil

No media training services have been purchased by Great Barrier Reef Marine Park Authority, the National Water Commission and the Clean Energy Regulator from 7 September to year to date.