QUESTIONS ON NOTICE
Budget Estimates 2013-2014

Cross Portfolio

DEEWR Question No. EW0038_14

Senator Back provided in writing.

Question

Public Relations, Communications and Media Staff

1. For all departments and agencies, please provide – in relation to all public relations, communications and media staff – the following: a. By Department or agency: i. How many ongoing staff, the classification, the type of work they undertake and their location. ii. How many non-ongoing staff, their classification, type of work they undertake and their location iii. How many contractors, their classification, type of work they undertake and their location iv. How many are graphic designers? v. How many are media managers? vi. How many organise events? 2. Do any departments/agencies have independent media studios? If yes, why? When was it established? What is the set up cost? What is the ongoing cost? How many staff work there and what are their classifications?

Answer

As at June 2013, the Department of Education, Employment and Workplace Relations had 59 on-going staff, nil non-ongoing staff and nil contractors working in communication related positions. Staff members provided a range of marketing, communication strategy, media relations, event coordination and graphic design services to the Ministers and the Department.

Of these on-going positions, there were 7 graphic designers, 11 attached to the media and speechwriting unit and 8 who managed events. Further information is provided at Attachment A.

The Department's national office had an in-house theatre that is used for staff and stakeholder presentations. It holds 185 people and has live streaming capability. The theatre was part of the design of the Department's new building at 50 Marcus Clarke Street which was commissioned in 2007, with establishment costs for the theatre of approximately $2.3m. The theatre is supported by a team of 12 staff (1xEL2, 3xEL1 and 8 APS3 to APS6), who also work on external events and audio-visual projects for the department. Since January 2011, the team has managed more than 500 events for the department in addition to producing almost 500 video productions. Estimated savings from not having to outsource this work over this period is around $3.3m.

The following agencies have provided the information below and the staff numbers at Attachment A:

- Fair Work Building and Construction Authority (FWBCA)
- Fair Work Ombudsman (FWO)
- Fair Work Commission (FWC)
- Safe Work Australia (SWA)
- Australian Institute for Teaching & School Leadership (AITSL)
- Australian Curriculum, Assessment & Reporting Authority (ACARA)
- Comcare

The Fair Work Building & Construction Authority has provided the following response:

Staff members provide a range of marketing, communication strategy, media relations and event coordination services. There are no graphic designers, no specific media managers, although all staff may deal with media enquiries, all staff may be called upon to manage events and there are no independent media studios.

The Fair Work Ombudsman has provided the following response:

Staff members provide a range of marketing, communication strategy, media relations and event coordination services. There are no graphic designers, two media managers, all staff may be called upon to manage events and there are no independent media studios.

Fair Work Commission has provided the following response:

Two staff members provide a range of marketing, communication strategy and media relations. The EL1 position is also a back up (0.2 ASL) to the EL 2 position. There are no graphic designers, one media manager that also undertakes other communication activities and no specific event organisers although events coordination is part of the EL1 role. There are no independent media studios.

Safe Work Australia has provided the following response:

Staff members provide a range of marketing, communication strategy, media relations and event coordination services. There is one graphic designer, no specific media managers, three staff may be called upon to manage events and there are no independent media studios.

Australian Institute for Teaching & School Leadership provided the following response:

Staff members undertake a range of communications and media duties. There are no graphic designers or media managers; two staff members organise events. There are no independent media studios.

Australian Curriculum, Assessment & Reporting Authority provided the following response:

Staff members provide a range of marketing, communication strategy, media relations and event coordination services. There are no specific graphic designers, one media manager whose duties include other communication activities, all staff may be called upon to manage events and there are no independent media studios.

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Comcare has provided the following response:

Staff members provide a range of marketing, communication strategy, media relations and event coordination services. There is one graphic designer, one media manager and four staff who organize events. There are no independent media studios.

SQ13-000479

	Staffing	Melbourne	Sydney	Adelaide	Cairns	Canberra	Perth
DEEWR	Ongoing SES Band 1					2	
	Executive Level					34	
	APS4 - APS6					23	
FWBCA	Ongoing SES Band 1		1				
	Executive Level	1	1				
	APS4 - APS6	6					
	Non-Ongoing SES Band 1						
	Executive Level						
	APS4 - APS6	1					
FWO	Ongoing SES Band 1	1					
	Executive Level	2	5	1			1
	APS4 - APS6	4	5	1			
	Non-Ongoing SES Band 1						
	Executive Level						
	APS4 - APS6	1	1				
FWC	Ongoing SES Band 1						
	Executive Level	2					
	APS4 - APS6						
SWA	Ongoing SES Band 1						
	Executive Level					3	
	APS4 - APS6					1	
	Non-Ongoing SES Band 1						
	Executive Level						
	APS4 - APS6					3	

	Staffing	Melbourne	Sydney	Adelaide	Cairns	Canberra	Perth
AITSL	Ongoing SES Band 1						
	Executive Level	3					
	APS4 - APS6	1					
ACARA	Ongoing SES Band 1						
	Executive Level		3				
	APS4 - APS6		2				
Comcare	Ongoing SES Band 1						
	Executive Level	1				5	
	APS4 - APS6	1				7	
	Non-Ongoing SES Band 1						
	Executive Level						
	APS4 - APS6					4	
	Contractor					1	