

**Senate Standing Committee on Education and Employment - Education**

**QUESTIONS ON NOTICE  
Supplementary Budget Estimates 2013-2014**

**Cross Portfolio**

**Department of Education Question No. ED0126\_14**

**Senator Ludwig provided in writing.**

**Question  
Communications staff**

1. For all departments and agencies, please provide – in relation to all public relations, communications and media staff – the following: By Department or : 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? 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**

Communications activities have been provided as a shared service to the new departments of Education and Employment since 18 September 2013.

As at 30 November 2013, the Department of Education and the Department of Employment (formerly the Department of Education, Employment and Workplace Relations) had a combined total of 67 on-going staff, nil non-ongoing staff and nil contractors. Staff provide a range of marketing, communication strategy, media relations, event co-ordination and graphic design services to the Ministers and the departments.

Of these, there are 10 are graphic designers, 14 staff attached to the media and speechwriting unit and 9 staff who co-ordinate events.

The department has an in-house theatre that is used for staff and stakeholder presentations. It holds 185 people and has live streaming capability. The theatre was incorporated into the design of the department's new National Office at 50 Marcus Clarke Street which opened in late 2010. The building was commissioned in 2007 and cost an estimated \$2.3m to establish. The theatre is managed by the department's audiovisual staff and is made available as a whole of government facility for external hire when not required for departmental events. This has assisted in funding the ongoing costs of the theatre. The department monitors the cost of sourcing audiovisual services from private industry and estimates it has saved over \$3.5m since January 2011 in not having to outsource venues and audiovisual equipment for events and in not having to outsource video production. Travel costs have also been minimised because of the theatre's live streaming capacity and the

cost of conducting lived streamed events externally to the theatre has been significantly reduced due to the ability of the audiovisual team to conduct these. Income during this period has totalled \$277,471.40. The audiovisual team consists of 13 staff members whose classifications are as follows: 1 x EL2, 3 x EL1, 4 x APS6, 1 x APS5, 1 x APS4, 2 x APS3 and 1 x Graduate. Since January 2011, this team has conducted over 500 events for the department and created almost 500 video productions. In addition to the savings which can be directly quantified are savings generated through the ability to flexibly plan and produce multiple small scale audiovisual productions in-house in response to the department's changing needs.

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

### **Department of Education**

Australian Curriculum, Assessment and Reporting Authority (ACARA)  
Australian Institute for Teaching and School Leadership (AITSL)  
Australian Research Council (ARC)  
Tertiary Education Quality and Standards Agency (TEQSA)

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

Staff undertake a range of marketing, strategic communication strategy, media relations and event coordination services, communication and project delivery support to ACARA's business units, internal/external communications, stakeholder management, production of publications and resources, help desk, testing websites/systems and user acceptance testing.

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

Staff undertake a range of communications and media duties. There are no graphic designers, no media managers and two staff that organise events. Independent media studios were set up in October 2013 at a cost of \$124,345 (equipment \$64,909 and fit out of \$59,436) with an estimated \$4,000 per annum ongoing costs. There are two staff : 1 x EL (@0.2FTE) and 1 x APS6 (@0.3FTE). The Institute has identified that during the period 7 October to 4 December 2013, without the studio and its equipment, it would have paid external providers \$66,550 to deliver equivalent goods and services.

### **The Australian Research Council provided the following response:**

Staff undertake a range of communication and media activities including communications strategy and advice, media management and liaison, internal/ external and program communications, stakeholder relations, web management, event management and support and graphic design. There is one staff member whose duties include graphic design, one media manager and a small number of staff who assist for a short period when required for events. There are no independent media studios.

**The Tertiary Education Quality Standards Agency provided the following response:**

Staff undertake a range of communications, media, graphic design and events management services. There is one graphic designer, two media managers and one events organiser. There are no independent media studios.