

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS
ATTORNEY-GENERAL'S DEPARTMENT

Program All

Question No. 116

Senator Humphries asked the following question at the hearing on 18 October 2011:

Communications

- a) How many communications people are there in each of your departments and agency's.
- b) List their classification, position description, services they provide to Ministers and/or Parliamentary Secretaries and
- c) any guidelines they must adhere to.

The answer to the honourable senator's question is as follows:

Please see the table below.

	a) Number of staff	b) Classification	b) Description	b) Services provided to Minister/s	c) Guidelines
Attorney-General's Department	18	SES - one EL2 – three EL1 – five APS5/6 - two EL1 - five APS 5/6 - three	Branch Head Director Media liaison officer Media liaison officer Communications officer Communications officer	<ul style="list-style-type: none"> • Media services • Publications • Communication strategy development • Event management • Whole of Government crisis communication coordination 	AGD has a media protocol in place.
Australian Commission for Law Enforcement Integrity	Nil.				ACLEI has a media protocol in place.
Australian Crime Commission	5 FTE	SES1- 0.25 FTE (note this position also oversees a range of other areas) EL2- 0.5 FTE (note this position also oversees a range of other areas) EL1- 1.25 FTE (note these two positions also oversee other areas) APS6-3.0 FTE (note two of these four positions also deliver other	National Manager Strategic Policy and Stakeholder Engagement Manager Engagement, Communication and Government Relations Team Leader Media and Government Relations Team Leader Engagement and Communication Communication officers	<ul style="list-style-type: none"> • Media services • Event management 	All ACC staff must adhere to a range of ACC protocols, including a media policy.

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		services)			
Australian Customs and Border Protection Service	22.0	<p>Customs Level 2 5.7 FTE</p> <p>Customs Level 3 8.6 FTE</p> <p>Customs Level 4 6.8 FTE</p> <p>Customs Level 5 1.0 FTE</p>	<p>The communication and media function within Customs and Border Protection includes two separate sections – the Communication Section and the Media Section. Both sections are part of the Corporate Governance and International Strategy Branch which is headed by a SES Band 1.</p>	<p>The Communication Section is responsible for providing strategic (internal and external) communication advice to the organisation including:</p> <ul style="list-style-type: none"> - developing communication strategies for Customs and Border Protection program areas; - developing and editing content for a range of communication products; - maintaining digital and online communication channels; and - providing graphic design advice and services for communication products. <p>The Media Section is responsible for:</p> <ul style="list-style-type: none"> - monitoring, managing and responding to issues in the media; - proactively communicating Customs and Border Protection information via the media; and - media liaison 	<p>Customs and Border Protection protocols regarding handling of media enquiries, preparation and clearance of material for media distribution are contained within the internal Instructions and Guidelines (I&G) <i>Media Procedures October 2007</i> and are available on the agency's intranet.</p> <p>In addition, Customs and Border Protection has regard to the Australian Public Service Commission's (APSC) 2006 publication <i>Supporting Ministers, Upholding the Values</i>, in particular</p> <p>Section 2.2.9 'Assistance with media issues and public presentations by public servants', which, relevantly, states:</p> <ul style="list-style-type: none"> • Public servants should respond to (<i>media</i>) requests, but should, as always, avoid any contribution of a party

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					<p>political nature; and</p> <ul style="list-style-type: none"> Public servants should explain the reasons for and implications of government policy, but should avoid advocacy which is the role of the Minister.
Australian Federal Police	36	<p>SES – one</p> <p>EL – three</p> <p>Band 8 – five</p> <p>Band 6 - nine</p>	<p>Manager</p> <p>Coordinator, Production; Coordinator, Media; Coordinator, Marketing and Online Services</p> <p>Team Leader, Production; Team Leader, Online Services; Team Leader, Marketing; Team Leader, Media and Public Affairs (x2)</p> <p>Team Member, Media (x4); Team Member, Marketing (x3); Team Member, Web Services (x2)</p>	<ul style="list-style-type: none"> Media liaison services Preparation of media material for Minister's Office Preparation of speaking notes for the Minister's Office and AFP Senior Executive Communication strategy and product development Publications (print and online) AFP Conference Centre - audio-visual management and administration 	<p>AFP has media protocols in place. In addition, the Corporate Communications team adheres to internal governance guidelines for Media and Internet Publishing, respectively.</p>

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		<p>Band 5 – four</p> <p>Band 4 – thirteen</p> <p>Band 3 – one</p>	<p>Team Member, Marketing (x1); Team Member, Museum (x1); Team Member, Web Design (x2)</p> <p>Team Member, Video (x3); Team Member, Photographer (x1); Team Member, Conference Centre Administrator (x1); Team Member, Web Services Assistant (x1); Team Member, Museum (x1); Team Member, Marketing (x2); Team Member, Media (x4)</p> <p>Team Member, Multimedia assistant</p>		
Australian Government Solicitor	AGS does not have any positions that are dedicated to external public affairs, media management and	AGS has a media contact officer at the SES equivalent level but their media duties form a	N/A	No services provided to Minister/s.	AGS has a media protocol in place which provides guidelines for handling media contact.

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	media liaison. AGS has a corporate communications team that is responsible for marketing and promotional activities associated with AGS's provision of legal services, as well as for internal communications.	very small part of their role.			
Australian Human Rights Commission	9	EL2- one EL1 – three APS 6 – three APS 4 – two Note: two positions are currently being upgraded. An APS 6 position is being upgraded to EL1 and an APS4 position is being upgraded to APS5.	Director Media Advisors Web Manager, Web Designer and Events/Marketing Coordinator Web Developer and Executive Assistant	No services provided to Minister/s.	AHRC Policies and Procedures, including media protocols.
Australian Law Reform Commission	1 FTE.	SES 0.25 FTE EL1 0.75 FTE	Executive Director Website Manager	Media services/communication strategy development publicity Manage social media communications including Blogs, Facebook, Twitter; develop online content for inquiries including newsletters and manage online submission	ALRC has a media protocol, online moderator policies and procedures, including a Twitter policy.

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				processes.	
Australian Security Intelligence Organisation	N/A	For national security reasons, it would be inappropriate to comment publicly on the resources dedicated to specific areas of ASIO's work.	N/A	ASIO's Strategic Communications and Engagement Branch coordinates ASIO's engagement with the Office of the Attorney-General and various parliamentary committees. For national security reasons, it would be inappropriate to provide further detail of these functions.	All ASIO officers abide by the ASIO Values and Code of Conduct, which define the professional and personal standards expected of ASIO officers, and acknowledge the sensitive nature of ASIO's work and the complexity of the environment in which ASIO operates.
Office of the Director of Public Prosecution	Nil.	N/A	N/A	N/A	N/A
CrimTrac	Two	EL2 - one EL1 - one	Director Strategic Communications Strategic Communications Advisor	The CrimTrac communication team provides advice on CrimTrac issues to both the Attorney-General and the Minister for Justice through their respective communication personnel. Additionally, the communication team provides advice on CrimTrac issues to both the Attorney-General and the Minister for Justice through their respective communication personnel.	CrimTrac has a draft Communication Strategy that provides guidance on key messaging, audiences and direction on communication issues for the Agency. This is due for finalisation by the end of November. CrimTrac also has a Use of CrimTrac branding by Third Parties ensuring that any use of CrimTrac's logo or design elements are monitored by the CrimTrac Strategic Communication team
High Court of Australia	Nil	Not applicable	Not applicable	Not applicable	Not applicable

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Insolvency Trustee Service Australia	3.4	EL2 – one EL1 – one APS6 - one (0.4 FTE) APS 5 - one	Director Communications and Media officer Media liaison officer Communications officer	No services provided directly to Ministers and/or Parliamentary Secretaries.	ITSA has a media policy in place.
Office of Parliamentary Counsel	Nil.	N/A	N/A	N/A	N/A