

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Additional Estimates 2011-2012, 15 February 2012

Question: E12-264

OUTCOME 1: Population Health

Topic: ANPHA COMMUNICATIONS

Written Question on Notice

Senator Fierravanti-Wells asked:

Provide the following details in relation to communications, as a result of E11-085 (copy attached).

- a) The rationale for five communications staff.
- b) What are each of their job descriptions?
- c) The total cost of the communication budget of the ANPHA?
- d) Given they provide no services to the Minister and/or parliamentary secretary, what precise services do they provide and to whom?

Answer:

- a) To clarify, the definition of “communications” in question E11-085 encompasses two distinct business areas within Australian National Preventive Health Agency (ANPHA). The first is the traditional communications function incorporating internal and external Agency communications, web site management, media relations and releases, speechwriting and publications etc. This comprises a single staff member.

The other function is management of the Agency’s significant social marketing work relating to healthy living and tobacco control. This team manages the Measure Up and National Tobacco social marketing campaigns under the National Partnership Agreement on Preventive Health (NPAPH), and coordinates and implements a national approach to social marketing for preventive health programs in association with the states and territories under the NPAPH as required under section 2A(2)(e) of the *Australian National Preventive Health Agency Act 2010*.

- b) The Communications Director is responsible for internal and external communications across the agency, providing support to the Chief Executive Officer, business units and project teams; developing and maintaining ANPHA's website; managing ANPHA's brand and identity; managing digital and print publishing, media, issues and event management.
- c) The total cost of the communications staff member is the salary of a single EL2-level official and any publication costs for digital and print publishing costs as required.
- d) This position provides the services detailed in a) and b) above to the ANPHA Executive in meeting the outcomes of the annual ANPHA Operational Plan.