

Senate Community Affairs Legislation Committee

ADDITIONAL BUDGET ESTIMATES - 14 FEBRUARY 2013 ANSWER TO QUESTION ON NOTICE

Human Services Portfolio

Topic: Communications staff

Question reference number: HS 72

Senator: Boyce

Type of question: Written

Date set by the committee for the return of answer: 5 April 2013

Number of pages: 2

Question:

- a) For all Departments and agencies, please provide – in relation to all public relations, communications and media staff – the following: By Department or agency:
- 1) How many ongoing staff, the classification, the type of work they undertake and their location.
 - 2) How many non-ongoing staff, their classification, type of work they undertake and their location.
 - 3) How many contractors, their classification, type of work they undertake and their location
 - 4) How many are graphic designers?
 - 5) How many are media managers?
 - 6) How many organise events?
- b) 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:

- a) As at 31 December 2012 in public relations, communications and media, the Department had:
- 1) 236 ongoing staff.
Classification levels are SES (4), EL2 (24), EL1 (78), APS6 (87), APS5 (38), APS4 (4) and graduate (1).
Staff are employed as public affairs, media officers, web developers, designers and other ancillary support staff (HR, Finance, etc.).
Staff are located in ACT (190), NSW (13), VIC (9), QLD (12), SA (4), WA (4), TAS (2) and NT (2).
 - 2) 17 non-ongoing staff.
Classification levels are EL1 (4), APS6 (8) and APS5 (5).

Staff are employed as public affairs officers, media officers, web developers, designers and other ancillary support staff (HR, Finance, etc.).

Staff are located in ACT (17).

- 3) There are no contractors in public relations, communication and media roles in the Department.
 - 4) The Department employs seven graphic designers.
 - 5) The Department has one media manager, with a further 19 FTE involved in media management-related activities. These employees also undertake a range of other public affairs activities.
 - 6) Two FTE are responsible for the oversight of Departmental events, and a further two FTE provide communication and logistical support for the Australian Government Jobs and Skills Expos. Other public affairs officers provide event support, when required.
- b) Yes, the Department of Human Services has a small video production unit.

The Department produces informational videos to inform and educate the Australian community on the government payments and services it delivers, as well as 'how to' instructional videos to help people access the Department's online services. This information is available through Departmental websites, on YouTube and across the Department's national network of service centres. The Department also produces information and training videos for staff.

The Department of Social Security established the production studio in 1991.

The Department of Human Services cannot locate legacy information accurately documenting the set-up cost of this studio.

The Department cannot accurately breakdown the ongoing cost of the production studio, as general operating costs, including rent and utilities, cover other units not involved in video production activities.

The unit has five production staff – 4 x EL1 and 1 x APS6. These employees also undertake a range of other public affairs activities.