

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
SOCIAL SERVICES PORTFOLIO
2013-14 Additional Estimates Hearings

Outcome Number: Cross Outcome - Across Programs

Question No: 38

Topic: Communications Staff

Hansard Page: Written

Senator Ludwig asked:

For all departments and agencies, please provide - in relation to all public relations, communications and media staff - the following:

- (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 organised events.

Answer:

Department of Social Services

The Department's Communication and Media Branch is structured so any team member may provide the following types of work to the business areas in the Department:

- public relations advice and support to policy and program areas and the offices of our Ministers and Parliamentary Secretaries
- market research
- communication and media strategy development and implementation
- advertising campaign development and implementation
- events management
- information product development, printing, distribution and storage
- content development for the Department's internet and intranet sites
- media liaison and monitoring
- internal communication strategy and products
- corporate communications products
- corporate brand
- speechwriting
- stakeholder engagement
- management of the Department's corporate style guides
- management of the Department's photo library.

There is one Media Manager. There are no specified graphic design staff. Communication and Media Branch does not employ any staff whose specific job is to organise events.

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
SOCIAL SERVICES PORTFOLIO
2013-14 Additional Estimates Hearings

Staffing

On 28 February 2014, the Branch had 33 FTE, of which 2 FTE were non-ongoing.

In addition, a further four staff members were on contracts at the APS2, APS6, PAO1 and PAO3 levels. All of these staff are located in National Office, Canberra.

ONGOING	SESB1	SPAO2	SPAO1	PAO3	PAO2	PAO1	EL2	EL1	APS6	APS5	APS4	Total
Branch FTE Ongoing	1	6	0	10	9	1	0	2	1	1	0	31

NON-ONGOING	SESB1	SPAO2	SPAO1	PAO3	PAO2	PAO1	EL2	EL1	APS6	APS5	APS4	Total
Branch FTE Non-ongoing	0	0	0	0	2	0	0	0	0	0		2

Social Security Appeals Tribunal

Nil.

Australian Institute of Family Studies

(a) and (b) Ongoing and non-ongoing staff

Classification	Number of ongoing staff	Number of non-ongoing staff	Type of work
EL1		.5	Communications
APS5		.5	Communications
EL1	1		Publishing
APS6	1		Design/Publishing

(c) Contractors

Classification	Type of work	Location
N/A	Media Relations – service delivery on a needs basis	Melbourne

(d) to (f)

Number of graphic designers	Number of media managers	Number who organise events
1	Outsourced service (oversighted by EL1 within the .5 time allocation).	- .5 EL1 - .5 APS5

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
SOCIAL SERVICES PORTFOLIO
2013-14 Additional Estimates Hearings

National Disability Insurance Agency

Classification	Number of ongoing	Number of non-ongoing	Type of work	Location
SES Band 1		1	Media inquiries, communications and engagement, media monitoring, strategic communications advice, development and implementation, and web content management	ACT
EL2		2	Communications and engagement	ACT
EL1		4	Media, engagement and web content management.	ACT
APS6	2	1	Communications and events	ACT
APS5		2	Engagement	ACT
APS3		1	Engagement	ACT
Contractor		1	Web content management	ACT
Graphic Designers	None			
Media Managers	Two full-time positions (included above)			
Event Organisers	Event organisation, including online webinars, is one component of a broader range of duties held by three members of staff (included above) – two in the Engagement Section and one in the Communications Section.			

Australian Aged Care Quality Agency

(a) 2 x Senior Corporate Affairs Officers, APS 5.

The type of work conducted includes researching, writing and developing externally focused communication materials including communication strategies, publications, media releases, speeches, events, web pages and social media content and manage media monitoring.

(b) Nil.

(c) Nil.

(d) Nil.

(e) Nil.

(f) Nil.

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
SOCIAL SERVICES PORTFOLIO
2013-14 Additional Estimates Hearings

Aged Care Pricing Commissioner

- (a) 1 x APS5, Communications and Intake Officer, Canberra, until 31 January 2014. From that time, nil.
- (b) Nil.
- (c) Nil.
- (d) Nil.
- (e) Nil.
- (f) Nil.

Aged Care Commissioner

One ongoing APS 5 staff member whose only responsibility in relation to communications is maintaining the website and face sheets for the office. The staff member is located at the Office of the Aged Care Commissioner, Level 4, 12 Flinders Street, Melbourne. We have no public relations or media staff.