

**Senate Community Affairs Committee**  
**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**  
**FAMILIES, HOUSING, COMMUNITY SERVICES AND**  
**INDIGENOUS AFFAIRS PORTFOLIO**  
**2013-14 Budget Estimates Hearings**

**Outcome Number:** Cross Outcome - Across Programs

**Question No:** 398

**Topic:** Communications staff

**Hansard Page:** Written

**Senator Smith** asked:

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

a. By Department or agency:

- i. How many ongoing staff, the classification, the type of work they undertake and their location?
- ii. How many non-ongoing staff, their classification, type of work they undertake and their location?
- iii. How many contractors, their classification, type of work they undertake and their location?
- iv. How many are graphic designers?
- v. How many are media managers?
- vi. How many organise events?

**Answer:**

**Role**

Staff within FaHCSIA's Communication and Media Branch provide the following services:

- 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;
- maintenance of the Department's internet and intranet sites;
- media liaison and monitoring;
- social media moderation and development;
- internal communication products and strategy;
- corporate communications products;
- corporate brand;
- speechwriting;
- management of the Department's corporate style guides;
- management of the Department's photo library; and
- NAIDOC secretariat and national event.

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Individual staff are required to provide any number of these services at any one time. There are no designated graphic designers or event staff. There is one Media Manager and 8.6 media officers.

**Staffing**

As at 31 May 2013, the Branch had 68.01 FTE, of which 8.80 FTE were non-ongoing. In addition, a further eight staff members were on contracts. All staff are located in FaHCSIA National Office in Canberra, with the exception of one staff member in the Northern Territory Office, one staff member in the Victorian State Office and four staff members temporarily co-located with the National Disability Insurance Scheme Launch Transition Agency in Canberra.