

Senate Community Affairs Legislation Committee

SUPPLEMENTARY BUDGET ESTIMATES - 20 OCTOBER 2011 ANSWER TO QUESTION ON NOTICE

Department of Human Services

Topic: Communications

Question reference number: HSW 37

Senator: McKenzie

Type of question: Written

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Number of pages: 1

Question:

How many communications people are there in each of your departments and agencies? List their classification, position description, services they provide to Ministers and/or Parliamentary Secretaries and any guidelines they must adhere to.

Answer:

111.

i) Public Affairs Officers levels 1 – 4 (110 staff)

Duties include the development of communication strategies and solutions for a range of internal and external stakeholders. This includes coordinating strategic customer communications initiatives, writing, editing, design or product information and promotional products, website content, media management, internal communication, video production and online broadcasts. Examples of this work include News for Seniors magazine, News for Carers, providing information about Paid Parental Leave, workforce participation initiatives, customer rights and responsibilities.

ii) The General Manager Communication Division (SES Band 2) is the Department's media spokesperson.

These staff do not provide personal media services to the Minister. The activities of the department's communications area are focussed on providing customers with accurate and timely information on government programs and services that the department delivers.

Staff adhere to the full range of Commonwealth Legislation and administrative guides, as well as internal procedural guides such as the "Style Guide" and "Write Guide".