

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Supplementary Budget Estimates 2011-2012, 19 October 2011

Question: E11-085

OUTCOME 0: Whole of Portfolio

Topic: COMMUNICATIONS

Senator McKenzie asked:

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

Answer:

Please refer to Attachment A.

Attachment A

Question: E11-085 – Communications

Name of Department/Agency	Total No. of People (headcount)	Classifications	Position Descriptions (applies to Core Department and all Portfolio Agencies)	Services provided to Ministers and/or Parliamentary Secretaries	Guidelines (applies to Core Department and all Portfolio Agencies)
Core Department	68	<ul style="list-style-type: none"> • APS3 • APS4 • APS5 • APS6 • PAO2 • EL1 • PAO3 • EL2 • SES1 • SES2 	Researching, writing and developing externally focused communication materials including: <ul style="list-style-type: none"> • Advertising campaigns • Communication Strategies • Publications • Media releases • Speeches • Events • WebPages and Social Media • Manage Media Monitoring 	<ul style="list-style-type: none"> • Draft Media releases • Draft Speeches • Support events related to departmental/ agency programs 	All standard guidelines that are required to be adhered to by APS employees as well as: <ul style="list-style-type: none"> • Guidelines on Campaign Advertising • Australian Government Branding Guidelines • Closing the Gap Communication Framework
Australian Commission on Safety and Quality in Health Care	1	<ul style="list-style-type: none"> • EL1 		<ul style="list-style-type: none"> • Coordinate briefing requests 	
Australian Institute of Health and Welfare	7	<ul style="list-style-type: none"> • APS4 • APS5 • EL1 • EL2 • SES1 		<ul style="list-style-type: none"> • Event briefings and coordination • Forthcoming publications lists and notifications • Notification of forthcoming media releases • Publications briefings (on request) 	
Australian National Preventive Health Agency	5	<ul style="list-style-type: none"> • APS5 • APS6 • EL1 • EL2 		<ul style="list-style-type: none"> • Nil 	

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Australian Organ and Tissue Donation and Transplantation Authority	8	<ul style="list-style-type: none"> • APS4 • APS5 • APS6 • EL1 • SPAO2 	Researching, writing and developing externally focused communication materials including: <ul style="list-style-type: none"> • Advertising campaigns • Communication Strategies • Publications • Media releases • Speeches • Events • WebPages and Social Media • Manage Media Monitoring 	<ul style="list-style-type: none"> • Draft media releases • Draft speeches • Draft talking points • Provide briefs • Draft correspondence 	All standard guidelines that are required to be adhered to by APS employees as well as: <ul style="list-style-type: none"> • Guidelines on Campaign Advertising • Australian Government Branding Guidelines • Closing the Gap Communication Framework
Australian Radiation Protection and Nuclear Safety Agency	3	<ul style="list-style-type: none"> • EL1 • EL2 		<ul style="list-style-type: none"> • Publications • Media releases • Speeches • Events • Question Time Briefs • Ministerial briefs • Ministerial Correspondence 	
Cancer Australia	3	<ul style="list-style-type: none"> • APS6 • EL2 		<ul style="list-style-type: none"> • Advice on evidence-based cancer control to inform the community 	
Food Standards Australia New Zealand (FSANZ)	5	<ul style="list-style-type: none"> • APS5 • PAO3 • SPAO2 • PAO3 		<ul style="list-style-type: none"> • Media releases • Advice on media enquiries. • Event management for FSANZ specific events. • Advice on upcoming issues or events 	
Health Workforce Australia	3	<ul style="list-style-type: none"> • EL1 • SES1 		<ul style="list-style-type: none"> • Media advice • Draft media releases • Draft speaking notes 	
National Health and Medical Research Council	3	<ul style="list-style-type: none"> • APS5 • EL1 • EL2 		<ul style="list-style-type: none"> • Event briefs • Speeches • Talking points • Draft media releases 	

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National Industrial Chemicals Notification and Assessment	4	<ul style="list-style-type: none"> • APS4 • EL1 • EL2 	Researching, writing and developing externally focused communication materials including: <ul style="list-style-type: none"> • Advertising campaigns • Communication Strategies • Publications • Media releases • Speeches • Events • WebPages and Social Media • Manage Media Monitoring 	<ul style="list-style-type: none"> • Draft media releases • Draft speeches 	All standard guidelines that are required to be adhered to by APS employees as well as: <ul style="list-style-type: none"> • Guidelines on Campaign Advertising • Australian Government Branding Guidelines • Closing the Gap Communication Framework
Office of the Aged Care Commissioner	1	<ul style="list-style-type: none"> • APS5 		<ul style="list-style-type: none"> • Nil 	

Name of Agency	Total No. of People (headcount)	Classifications	Position Descriptions	Services provided to Ministers and/or Parliamentary Secretaries	Guidelines
Aged Care Standards and Accreditation Agency Ltd	3	<ul style="list-style-type: none"> • General Manager • Senior Corporate Affairs Officer 	Researching, writing and developing externally focused communication materials including: <ul style="list-style-type: none"> • Advertising campaigns • Communication Strategies • Publications • Media releases • Speeches • Events • WebPages and Social Media • Manage Media Monitoring 	<ul style="list-style-type: none"> • Nil 	<ul style="list-style-type: none"> • Company policies