

# Senate Community Affairs Legislation Committee

## SUPPLEMENTARY ESTIMATES - 21 NOVEMBER 2013 ANSWER TO QUESTION ON NOTICE

### Department of Human Services

**Topic:** Communication staff

**Question reference number:** HS 19

**Senator:** Ludwig

**Type of question:** Written

**Date set by the committee for the return of answer:** 24 January 2014

**Number of pages:** 3

#### Question:

- a) For all departments and agencies, please provide – in relation to all public relations, communications and media staff – the following:
- 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?
- b) Do any departments/agencies have independent media studios?
- i) If yes, why?
  - ii) When was it established?
  - iii) What is the set up cost?
  - iv) What is the ongoing cost?
  - v) How many staff work there and what are their classifications?

#### Answer:

- a) i) and ii)

Table 1: Communication Division staff by classification at 1 December 2013

<b>APS/Public Affairs Classification</b>	<b>Number</b>
SES Band 2	1
SES Band1	1
EL2 / PAO4	6
EL1 / PAO3	25
APS6 / PAO2	31

APS5 / PAO1	12
APS4	0
Graduates	1
<b>TOTAL</b>	<b>77</b>

**Table 2:** Communication Division staff by role at 1 December 2013

<b>Role</b>	<b>Number</b>
Communication Division Executive and Support	8
Digital Media Section	21
Executive Communication Section	9
Media Section	24
People and Enabling Communication Section	15
<b>TOTAL</b>	<b>77</b>

**Table 3:** Communication Division staff by location and category at 1 December 2013

<b>Location</b>	<b>Ongoing</b>	<b>Non-ongoing</b>	<b>Total</b>
Australian Capital Territory	53	5	58
Victoria	10	0	10
Queensland	3	0	3
South Australia	2	0	2
Tasmania	2	0	2
New South Wales	1	0	1
Western Australia	1	0	1
<b>TOTAL</b>	<b>72</b>	<b>5</b>	<b>77</b>

**Table 4:** Communication Division staff by category at 1 December 2013

<b>Category</b>	<b>Number</b>
Ongoing staff	72
Non ongoing staff	5
<b>TOTAL</b>	<b>77</b>

- iii) There are currently no contractors in the Communication Division.
  - iv) There are four graphic designers in the Service Delivery Transformation Division. The role of the graphic designers as technical specialists is to translate communication material into visual designs suitable for printing and the online/electronic environment.
  - v) The department has one Senior Executive Service media manager, the National Manager, Media Management and Executive Communication. The media manager leads the department's media and issues management activities.
  - vi) One staff member is responsible for overseeing the management of departmental events. Other staff provide event support when required.
- b) Yes, the department has a small video production unit. The department produces informational videos to inform and educate the Australian community about 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 our website, on YouTube and across the department's national network of service centres. The department also produces information and training videos for staff.

The then Department of Social Security established the production studio in 1991, which is now located in the Louisa Lawson building in Greenway. Building costs are reported on a whole-of-building basis, which is not possible to break down into this level of requested detail. The department cannot 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 four production staff – 3 x EL1 and 1 x APS6. These staff undertake a range of other public affairs duties and are included in the Divisional staff count of 77.