

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

Outcome Number: Cross Outcome - Across Programs

Question No: 114

Topic: Communication 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 organise events?

Answer:

Department of Social Services

The Department of Social Services' Communication and Media Branch provides the following services:

- 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
- internal communication products and strategy
- corporate communications products
- speechwriting
- stakeholder engagement
- management of the Department's editorial style guides
- management of the Department's photo library
- NAIDOC secretariat and national event
(to be transferred to the Department of the Prime Minister and Cabinet).

Communication and Media Branch does not employ any staff whose specific job is graphic design.

Staffing

On 31 October 2013, the Branch had 53.33 FTE, of which 5 FTE were non-ongoing.

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In addition, a further two staff members were on contracts. All of these staff were located in National Office, Canberra, with the exception of one ongoing staff member in Melbourne and one ongoing staff member in the Northern Territory.

Note: the FTE is for former FaHCSIA FTE only, with the details of communications staff transfers resulting from the Machinery of Government changes not finalised.

Ongoing staff

Section	SESB 1	SPA O2	SPA O1	PAO 3	PAO 2	PAO 1	EL2	EL1	APS6	APS5	APS4	Total
Executive	1	1								1		3
Media		1	1	3.53	1	1			1			8.53
Indigenous Communications and Events		1		2.9	4	1		1				9.9
Corporate Communications		1		3.56	4	1		1	1		1	11.56
Disability & Carers, Community		1		2.65	1.34	0.8						5.79
Families, Children, Women		1		4.55	3	1						9.55
Branch FTE Total Ongoing	1	6	1	17.19	13.34	4.8		2	2	1	1	48.33

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Non-ongoing staff

Section	SESB 1	SPA O2	SPA O1	PAO 3	PAO 2	PAO 1	EL2	EL1	APS6	APS5	APS4	Total
Executive												
Media												
Indigenous Communications and Events						1						1
Corporate Communications					1					1		2
Disability & Carers, Community				1	1							2
Families, Children, Women												
Branch FTE Total Non-ongoing				1	2	1				1		5

Australian Institute of Family Studies

Ongoing and Non-ongoing staff			
Classification	Number of ongoing staff	Number of non-ongoing staff	Type of work
EL 1	1	.5	Communications Design Publishing
APS 5	0	.5	
APS 6	1	0	
Contractors			
Classification	Type of work		Location
N/A	Media Relations – service delivery on a needs basis		Melbourne

Office of the Aged Care Commissioner (OACC)

Ongoing and Non-ongoing staff			
Classification	Number of ongoing staff	Number of non-ongoing staff	Type of work
APS 5	.25	0	Managing and updating website Drafting and production of annual report Fact sheets etc.

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National Disability Insurance Agency

Ongoing and Non-ongoing staff			
Classification	Number of ongoing staff	Number of non-ongoing staff	Type of work
APS 3		1	Communications engagement Media enquiries Web content management Engagement support Communications engagement Media enquiries Web content management Communications engagement Media monitoring and enquiries Strategic communications advice, development and implementation,
APS 5		2	
APS 6	1	4	
EL 1		4	
EL 2		2	
SES Band 1		1	
Contractors			
Classification	Type of work		Location
1 contractor	Online content management and technical assistance for both intranet and internet		Canberra

Aged Care Standards and Accreditation Agency Ltd

Ongoing and Non-ongoing staff			
Classification	Number of ongoing staff	Number of non-ongoing staff	Type of work
General Manager	1 (part time)	0	<ul style="list-style-type: none"> • Communication strategies • Publications • Media releases • Speeches • Events • Web pages and social media content • Manage media monitoring
Senior Corporate Affairs Officers	2	0	