

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
SOCIAL SERVICES PORTFOLIO
2014-15 Supplementary Estimates Hearings

Outcome Number: Cross Outcome - Across Programs

Question No: 147

Topic: Communications staff

Hansard Page: Written

Senator Ludwig asked:

1. For all departments and agencies, please provide - in relation to all public relations, communications and media staff - the following:
2. How many ongoing staff, the classification, the type of work they undertake and their location.
3. How many non-ongoing staff, their classification, type of work they undertake and their location
4. How many contractors, their classification, type of work they undertake and their location
5. How many are graphic designers?
6. How many are media managers?
7. How many organise events?

Answer:

Department of Social Services

1. The Department of Social Services' Communication and Media Branch (CMB) provides the following services:
 - advice and support to policy and programme areas and the offices of our Ministers and Parliamentary Secretary
 - market research
 - communication and media strategy development and implementation
 - advertising campaign development and implementation
 - events management
 - information product development, printing, distribution and storage
 - media liaison and monitoring
 - internal and corporate communication strategy and products
 - speechwriting
 - stakeholder engagement
 - corporate brand policy and application
 - graphic design
 - communications related procurement and panel management
 - content development for the Department's internet and intranet sites
 - management of the Department's corporate style guides
 - management of the Department's photo library and digital assets

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Staffing

On 31 August 2014, the Branch had 39.47 ongoing FTE and zero non-ongoing FTE. The equivalent of 29.52 ongoing staff were SES, Senior Public Affairs, Public Affairs or Executive level officers.

The equivalent of 9.95 ongoing staff were APS level officers.

In addition, a further 10 staff members were on contracts.

All of these staff were located in National Office, Canberra.

5. Graphic designers: 2

6. Media managers: Nil

7. Event managers: Nil

Aged Care Commissioner

ACC has no communications, public relations or media staff.

Aged Care Pricing Commissioner

ACPC has no communications, public relations or media staff.

Australian Aged Care Quality Agency

2: Two ongoing Senior Corporate Affairs Officers APS 5, Parramatta

The type of work conducted includes researching, writing and developing externally focused communication materials including communication strategies, publications, media releases, speeches, events, web pages and social media content and manage media monitoring.

3: Nil

4: Nil

5: Nil

6: Nil

7: Nil

Australian Institute of Family Studies

2. and 3. Ongoing and Non-ongoing staff

Classification	Number of ongoing staff	Number of non-ongoing staff	Type of work	Location
EL1		.5	Communications	Melbourne
APS5		.5	Communications	Melbourne
EL1	1		Publishing	Melbourne
APS6		1	Publishing	Melbourne
APS6	1		Design/Publishing	Melbourne

4. Contractors

Classification	Type of work	Location
N/A	Media Relations – service delivery on a needs basis	Melbourne

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Number of graphic designers	Number of media managers	Number who organise events
1	Outsourced service (oversighted by EL1 within the .5 time allocation)	- .5 EL1 - .5 APS5

National Disability Insurance Agency

Location: Geelong

Type of work: Media enquiries, communications and engagement, media monitoring, strategic communications advice, development and implementation, and web content management, community engagement and online communication

Classification	Number of ongoing	Number of non-ongoing	Contractors
SES Band 1	1		
EL2	1	1	
EL1	4		
APS6	2	1	
APS5	2		
Contractor			2
Total	10	2	2

5: Nil

6: 1 (non-ongoing EL2 position listed above)

7: Nil - Event organisation, including online webinars, is a component of a broad range of duties held by all Communications, Media and Engagement team members.

Social Security Appeals Tribunal

The SSAT does not employ public relations, communications or media staff.