

Senate Standing Committee on Environment and Communications
Legislation Committee
Answers to questions on notice
Environment portfolio

Question No: 244
Hearing: Budget Estimates
Outcome: Corporate
Programme: Policy and Communications Division (PCD)
Topic: Portfolio wide – communications staff
Hansard Page: N/A
Question Date: 26 May 2014
Question Type: 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:

- a) Departmental and agency communication staff provide a range of internal and external communications services.

These skills contribute to the presentation and communication of policy and programmes materials. The work of communications staff includes the development of material to communicate policies and programmes, the development of communication strategies and plans, stakeholder engagement activities, media and social media liaison, monitoring and engagement, liaison with the offices of the Minister and Parliamentary Secretary, public relations, issues management, events management, sponsorship management, publication development and advertising advice.

Department of the Environment (the Department) and portfolio agencies have a combination of Public Affairs Officers and APS classified staff to deliver public relations work.

Unless otherwise indicated, the following figures are expressed as full time equivalent ongoing staff and are current at 31 May 2014.

The Department (Canberra)	29 in total
Senior Public Affairs Director Grade 2	1
Senior Public Affairs Director Grade 1	5
Public Affairs Officer Grade 3	11 (4 part time)
Public Affairs Officer Grade 2	5
Public Affairs Officer Grade 1	3
Executive Level 1	1
APS 6	1
APS 5	2

The Department (Darwin/Jabiru)	4 in total
Executive Level 1	1 (part time)
APS 6	1 (part time):
APS 5	2 (both part time)

The Department (Tasmania)	6 in total
Executive Level 2	1
Public Affairs Officer Grade 3	1
APS 6	3
APS 5	1

Bureau of Meteorology (Melbourne)	15 in total
Executive Level 2	4
Executive Level 1	5
APS 6	3
APS 5	2
APS 3	1

Bureau of Meteorology (Canberra)	1 in total
Executive Level 1	1

Bureau of Meteorology (Hobart)	1 in total
Executive Level 1	1

Bureau of Meteorology (Sydney)	1 in total
Executive Level 1	1

Bureau of Meteorology (Brisbane)	1 in total
Executive Level 1	1

Bureau of Meteorology (Perth)	1 in total
Executive Level 1	1

Bureau of Meteorology (Adelaide)	1
Executive Level 1	1
Clean Energy Regulator (Canberra)	14 in total
Executive Level 2	1
Executive Level 1	7
APS 6	3
APS 5	2
APS 4	1

**Climate Change Authority
(Melbourne)** **0**

Great Barrier Reef Marine Park Authority (Townsville)	9 in total
Executive Level 2	1
Executive Level 1	2
APS 6	1
APS 5	2
APS 4	2
APS 2	1

Murray-Darling Basin Authority (Canberra)	11 in total
Executive Level 2	2*
Executive Level 1	5
APS 6	4

* One EL2 is only responsible for managing communications staff 50% of the time.

National Water Commission (Canberra)	2 in total
Executive Level 2	1
APS 6	1 (part time)

Director of National Parks (Canberra)	2 in total
Senior Public Affairs Director Grade 1	1
Public Affairs Officer Grade 3	1

**Sydney Harbour Federation
Trust (Sydney)** **0**

b) Unless otherwise indicated, the following figures are expressed as full time equivalent non-ongoing staff and are current at 31 May 2014.

The Department (Canberra)	0
The Department (Darwin/Jabiru)	1 in total
APS 5	1 (part time)
The Department (Tasmania)	0
Bureau of Meteorology (Melbourne)	12 in total
Executive Level 1	6
APS 6	4
APS 5	2
Bureau of Meteorology (Darwin)	1 in total
Executive Level 1	1
Clean Energy Regulator (Canberra)	1 in total
APS 5	1
Climate Change Authority (Melbourne)	0
Great Barrier Reef Marine Park Authority (Townsville)	2 in total
APS 6	1
APS 5	1
Murray-Darling Basin Authority (Canberra)	0
National Water Commission (Canberra)	2 in total
Executive Level 1	1 (part time)
APS 6	1 (part time)
Director of National Parks (Canberra)	1
APS 6	1

Sydney Harbour

Federation Trust (Sydney)	6 in total
Executive Level 2	1
APS 6	3
APS 3	1
APS 2	1

- c) Unless otherwise indicated, the following figures are expressed as full time equivalent contractors and are current at 31 May 2014.

The Department (Canberra) **0**

The Department (Darwin/Jabiru) **0**

The Department (Tasmania) **0**

Bureau of Meteorology (Melbourne)	3 in total
APS 6	1
APS 5	1
APS 2	1

Clean Energy Regulator (Canberra)	3 in total
APS 6	2
APS 5	1

Climate Change**Authority (Melbourne)**

The Authority has contracted out its media communications requirements. The requirement does not warrant a full time (or even regular part time) position. The requirements are met on a sessional basis as the need arises. It is not a 'position' and therefore does not hold a designated classification. The contracted service involves assisting with the Authority's media/communications requirements on a sessional basis and, when required, is based at the Climate Change Authority office in Melbourne.

**Great Barrier Reef Marine
Park Authority (Townsville)** **0**

Murray-Darling Basin Authority (Canberra)	1
APS 6	1

**National Water
Commission (Canberra) 0**

Director of National Parks (Canberra) 0

**Sydney Harbour
Federation Trust (Sydney) 0**

- d) Unless otherwise indicated, the following figures are expressed as full time equivalent graphic designers, are current at 31 May 2014 and are **not** additional to the figures provided under questions (a), (b) or (c).

The Department (Canberra) 1

The Department (Darwin/Jabiru) 0

The Department (Tasmania) 2

Two multimedia staff have graphic design qualifications. This makes up about one-third of their work tasks. They work across a number of media supporting a range of communications products including print, video and other digital media.

Bureau of Meteorology (Melbourne) 3

Clean Energy Regulator (Canberra) 1

**Climate Change
Authority (Melbourne) 0**

**Great Barrier Reef Marine
Park Authority (Townsville) 1**

**Murray-Darling
Basin Authority (Canberra) 1**

**National Water
Commission (Canberra) 0**

Director of National Parks (Canberra) 0

Sydney Harbour

Federation Trust (Sydney) 2

Two staff have graphic design qualifications.

- e) Unless otherwise indicated, the following figures are expressed as full time equivalent media managers whose core responsibility is media management. These figures are current at 31 May 2014 and are not additional to the figures provided under questions (a), (b) or (c).

The Department (Canberra)

Departmental communication staff provide a range of internal and external communications services, which may include media management and liaison as part of their duties. The figures for departmental communications staff are provided in the response to question (a).

The Department (Darwin/Jabiru) 0

The Department (Tasmania) 1

Bureau of Meteorology (all offices) 10

Media management is considered to be part of a number of positions' overall duties. Each region has a person who is media trained and available to help with operational media enquiries and communication, particularly during severe weather events.

Clean Energy Regulator (Canberra) 1

Climate Change Authority (Melbourne) 1

Great Barrier Reef Marine Park Authority (Townsville) 2

Murray-Darling Basin Authority (Canberra) 1

National Water Commission (Canberra)

There are no positions in the National Water Commission that have media management as their sole responsibility. However, two of the staff listed under (a) have media management responsibilities in addition to a number of other duties.

Director of National Parks

The figures for communication staff are provided in the response to question (a). In addition, Uluru-Kata Tjuta National Park has one APS 5 and one APS 4 processing film and photography permits and accompanying film crews on the ground and Kakadu National Park has a part time APS 4 who processes media permits and facilitates film crews on the ground.

Sydney Harbour

Federation Trust (Sydney) 1

- f) Unless otherwise indicated, the following figures are expressed as full time equivalent event managers whose only responsibility is event management. These figures are current at 31 May 2014 and are not additional to the figures provided under questions (a), (b) or (c).

The Department (Canberra)

Departmental communication staff provide a range of internal and external communications services, which may include event management as part of their duties. The figures for departmental communication staff are provided in the response to question (a).

The Department (Darwin/Jabiru) 0

The Department (Tasmania) 1

Bureau of Meteorology (Melbourne) 2.5

Event management is considered part of responsibilities for ten staff. The actual commitment varies between 10 and 30 per cent of their total duties.

Clean Energy Regulator (Canberra) 2

Climate Change

Authority (Melbourne) 0

Great Barrier Reef

Marine Park Authority (Townsville) 8

Communication staff provide a range of communications services, which may include event management as part of their duties. The figures for departmental communication staff are provided in the response to question (a).

**Murray-Darling Basin
Authority (Canberra) 0**

**National Water
Commission (Canberra) 0**

There are no positions in the National Water Commission that have event management as a core responsibility, however, communication staff may be involved in organising events from time to time.

**Director of National
Parks (Canberra) 0**

**Sydney Harbour
Federation Trust (Sydney) 0**