

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

2015 - 2016

Department/Agency: ACNC

Question: AET 1287-1293

Topic: Communications staff

Reference: written - 19 February 2016

Senator: Ludwig, Joe & Wong, Penny

Question:

For all departments and agencies, please provide – in relation to all public relations, communications and media staff – the following:

1287. How many ongoing staff, the classification, the type of work they undertake and their location.

1288. How many non-ongoing staff, their classification, type of work they undertake and their location

1289. How many contractors, their classification, type of work they undertake and their location

1290. How many are graphic designers?

1291. How many are media managers?

1292. How many organise events?

1293. Have these arrangements changed since the change of Prime Minister on 14 September, 2015? If yes, please detail.

Answer:

1287. The primary role of the ACNC communications function is to engage with registered charities to help them understand their obligations under the ACNC Act, and to help raise public trust and confidence of the charitable sector. The ACNC Communications function does this by:

- Developing, distributing and publishing information, tools and resources on the ACNC's website.
- Promoting the ACNC Charity Register as a trusted source of information for the public and donors.
- Interacting with charities and members of the public via social media.
- Managing media enquiries and distributing media releases to raise awareness of the ACNC and registered charities' obligations under the ACNC Act.
- Direct communications (email and mail) with registered charities to remind them of their reporting obligations.
- Event management to give registered charities an opportunity to speak to ACNC staff face-to-face.

All ACNC communications staff are located in the ACNC's Docklands office in Victoria.

Staff responsible for the traditional function of media liaison also manages communications, parliamentary services, website publishing and public affairs for the ACNC. Additionally this team produces and publishes education and guidance materials for charities and the public. There is seven ongoing staff in this multi-disciplinary team and a portion of their time is spent on media liaison.

A/g EI 2.1	<p>Director</p> <ul style="list-style-type: none"> • Oversight of public relations, media, communications, events and ACNC website.
A/g EL1	<p>Communications Manager</p> <ul style="list-style-type: none"> • Media liaison, development of materials and communication activities to raise awareness of obligations under the ACNC Act, management of social media accounts, event planning and management and internal communications.
A/g APS 6	<p>Publishing officer</p> <ul style="list-style-type: none"> • Website publishing, maintenance and development.
APS 6	Publishing officer – maternity leave
APS 6	<p>Communications officer – part time</p> <ul style="list-style-type: none"> • Media liaison, development of materials and communication activities to raise awareness of obligations under the ACNC Act, management of social media accounts, event planning and management and internal communications.
APS 6	<p>Communications officer</p> <ul style="list-style-type: none"> • Media liaison, development of materials and communication activities to raise awareness of obligations under the ACNC Act, management of social media accounts, event planning and management and internal communications.
APS 5	<p>Communications officer</p> <ul style="list-style-type: none"> • Media liaison, development of materials and communication activities to raise awareness of obligations under the ACNC Act, management of social media accounts, event planning and management and internal communications.
A/g APS 5	<p>Communications officer</p> <ul style="list-style-type: none"> • Media liaison, development of materials and communication activities to raise awareness of obligations under the ACNC Act, management of social media accounts, event planning and management and internal communications.

1288. None.

1289. None.

1290. The ACNC does not employ dedicated graphic designers. These services are accessed from the ATO via a memorandum of understanding.

1291. The ACNC does not employ a dedicated media manager. All ACNC communications staff are trained in media management and undertake these duties, as required, as part of their broader role.

1292. The ACNC does not employ a dedicated events manager or officer. All ACNC communications staff organise internal and external events, as required, as part of their broader duties.

1293. Since September 2015, the ACNC's communications function has not changed in terms of arrangements. Staffing changes have been due to officers going on or returning from maternity leave.