

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

5 June 2013

Question: BET 1085-1086

Topic: Communications Staff (ATO)

Written

Senator BUSHBY asked:

1085. 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?

1086. Do any departments/agencies have independent media studios?

- a) If yes, why?
- b) When was it established?
- c) What is the set up cost?
- d) What is the ongoing cost?
- e) How many staff work there and what are their classifications?

Answer:

1085:

- a. The following table provides a breakdown by classification of staff working in external communication activities as at 5 July 2013.

Classification	Full Time Employee (FTE)
APS4	16.76
APS5	37.54
APS6	91.36
EL1	89.61
EL2.1	27.51
EL2.2	3
Total	265.78

These officers are located across 11 locations including; Adelaide, Brisbane, Box Hill, Canberra, Geelong, Hobart, Hurstville, Melbourne, Newcastle, Parramatta and Sydney.

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

5 June 2013

The ATO's communication role addresses the need to engage with millions of individuals, businesses and superannuation funds every year. The ATO aims to promote willing participation with the tax and superannuation systems and therefore places significant emphasis on supporting taxpayers to understand their rights and responsibilities. Communication plays an important part in achieving this. The 265.78 FTE detailed above represent less than 1.5 per cent of the ATO workforce.

Communication staff in the ATO undertake the following work:

- leading, coordinating and providing professional and strategic advice targeted at external audiences, such as the development and implementation of external communication strategies
- developing information products to assist taxpayers in understanding their rights and obligations - for example, content for the ATO's web site, fact sheets and self help guides, digital resources and articles for both ATO and third party publications
- managing ATO participation in whole-of-government campaign processes and campaigns as well as non-campaign advertising, advising on, ensuring and assuring ATO compliance with whole-of-government advertisement guidelines.

b. No non-ongoing staff are employed in communication activities in the ATO.

c. No contractors are employed in communication activities in the ATO.

d. Included in the 265.78 FTE at 5 July 2013 were six FTE that work in the graphic design field, including two designers of forms who are responsible for information design and layout

e. Included in the 265.78 FTE at 5 July 2013 were eight FTE in the ATO Public Affairs Branch working in media management including preparing and issuing media releases and responding to media enquiries.

f. No external communication staff organise events.

1086. No.