

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

2014 - 2015

Department/Agency: ATO

Question: SBT 1994

Topic: Communications staff

Reference: written - 31 October 2014

Senator: Ludwig

Question:

1994. 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:

1994.

- a. The following table provides a breakdown by classification of staff working in external communication activities. Overall, there was a reduction of 20.88 FTE from 242.47 FTE reported in June 2014, reflecting the finalisation of the recent redundancy process as well as business as usual staff movements. The marketing and communications capability is currently under review and we expect this process will further impact overall staff numbers and classification levels.

Classification	Full Time Employee (FTE)
APS4	13.76
APS5	34.93
APS6	81.13
EL1	70.01
EL2.1	19.76
EL2.2	2
Total	221.59

These officers are located in both regional and metropolitan locations across the country.

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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, covering a wide range of topics including GST, the cash economy, Tax Time and Project Wickenby, plays an important part in achieving this.

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 221.59 FTE were 8 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 221.59 FTE were 6 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.