

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

2015 - 2016

Department/Agency: ACNC

Question: SBT - 1353-1358

Topic: Communications staff

Reference: written - 30 October 2015

Senator: Wong, Penny

Question:

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

1353. How many ongoing staff, the classification, the type of work they undertake and their location.
1354. How many non-ongoing staff, their classification, type of work they undertake and their location
1355. How many contractors, their classification, type of work they undertake and their location
1356. How many are graphic designers?
1357. How many are media managers?
1358. How many organise events?

Answer:

The primary role of the ACNC Communications team 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 team 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.

1353. The ACNC currently employs seven ongoing communications staff (with one additional communications officer on maternity leave).

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A/g EI 2.1	Director of Communications <ul style="list-style-type: none">• Oversight of public relations, media, communications, events and ACNC website.
A/g EL1	Communications Manager <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.• Team management.
APS 6	Publishing officer (permanent part-time) <ul style="list-style-type: none">• Website publishing and development.
APS 6	Communications officer <ul style="list-style-type: none">• Maternity leave
A/g APS 6	Communications officer <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	Communications officer <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	Communications officer <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.

1354.

A/g APS 6	Publishing officer (non-ongoing part-time) Website publishing and development.
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1355. The ACNC does not employ communications contractors.

1356. The ACNC does not employ dedicated graphic designers. These services are accessed from the ATO via a memorandum of understanding.

1357. 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.

1358. 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.