

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

Question No: 167
Hearing: Additional Estimates
Outcome: Corporate
Programme: Policy and Communications Division
Topic: Portfolio wide - media training
Hansard Page: N/A
Question Date: 7 March 2014
Question Type: Written

Senator Ludwig asked:

1. In relation to media training services purchased by each department/agency, please provide the following information from 7 September 2013 to date:

- a) Total spending on these services
- b) an itemised cost breakdown of these services
- c) The number of employees offered these services and their employment classification
- d) The number of employees who have utilised these services and their employment classification
- e) The names of all service providers engaged
- f) the location that this training was provided

2. For each service purchased from a provider listed under (1), please provide:

- a) The name and nature of the service purchased
- b) Whether the service is one-on-one or group based
- c) The number of employees who received the service and their employment classification (provide a breakdown for each employment classification)
- d) The total number of hours involved for all employees (provide a breakdown for each employment classification)
- e) The total amount spent on the service
- f) A description of the fees charged (i.e. per hour, complete package)

3. Where a service was provided at any location other than the department or agency's own premises, please provide:

- a) The location used
- b) The number of employees who took part on each occasion
- c) The total number of hours involved for all employees who took part (provide a breakdown for each employment classification)
- d) Any costs the department or agency's incurred to use the location

Answer:

Department of the Environment

1. Nil. No media training services were purchased by the Department of the Environment during this period.
2. Not applicable
3. Not applicable

Murray-Darling Basin Authority (the Authority)

1.

- a) \$3,000 (GST excl).
- b) Only one instance of media training was conducted during the period. The quoted cost of \$3,000 (GST excl) was not broken down into smaller increments but included the following: 1 day delivery of training; two hours preparation time; and, provision of a camera and notes.
- c) 12 employees: One at Executive Director level; three at General Manager level; five at Executive Level 2 and three Executive Level 1.
- d) Eight employees: one at Executive Director level; one at General Manager level; three at Executive Level 2; three at Executive Level 1.
- e) Laurie Wilson & Associates Pty Ltd.
- f) Level 4, 51 Allara Street, Canberra.

2.

- a) Media training to teach staff how to communicate more clearly with the Authority's audiences and to help technical and scientific staff explain complex concepts and information using simple language to educate the public about the Basin Plan and other Authority activities.
- b) Group based
- c) Eight employees: one at Executive Director level; one at General Manager level; three at Executive Level 2; three at Executive Level 1.
- d) Seven hours for six employees, four hours for two employees: seven hours at Executive Director level; seven hours at General Manager level; combined total of 21 hours at Executive Level 2; combined total of 15 hours at Executive Level 1.
- e) \$3,000 (GST excl).
- f) The cost was for a complete training package, including one day's delivery of training plus two hours' preparation time and provision of a camera and notes.

3. Not applicable.

Climate Change Authority

1.

- a) \$4,400.00
- b) This was a tailored package designed to meet the needs of the Climate Change Authority.
- c) Two. 1 x CEO, 1 x SES Band 1
- d) Two. 1 x CEO, 1 x SES Band 1
- e) Mediability.

2.

- a) Media Spokesperson Training Program.
- b) Group based.
- c) Two. 1 x CEO, 1 x SES Band 1.
- d) Five hours in total.
- e) \$4,400.00.
- f) Complete package.

3. Not applicable.

Great Barrier Reef Marine Park Authority

1. No media training services were purchased by the Great Barrier Reef Marine Park Authority during this period.
2. Not applicable.
3. Not applicable.

Bureau of Metrology

1.

a) \$18,920

b) Itemised cost breakdown:

- Four one-day media training workshops at \$2,500 per workshop (ex GST).
- 18 one-hour assessment and tutorial sessions at \$400 per session (ex GST).

c) 28 employees were offered these services consisting of the following classifications:

- 10 employees at APS3 classification (trainee meteorologists)
- nine employees at APS6 classification
- eight employees at EL1 classification
- one employee at EL2 classification

d) 28 employees utilised these services and their classifications are provided in 1(c) above.

e) Voice Coach

f) All training is provided on Bureau of Meteorology premises in Melbourne and Brisbane.

2.

a) Media training one-day workshop; individual tutorial and assessment.

b) Combination of group based and one-on-one.

c) The number of employees who received this service and their classification – same as 1(c) above.

d) The total number of hours involved for all employees and their classification were:

Classification	Workshop (7 hours)	Tutorial (1 hour)
APS3 (trainee meteorologists)	10 employees	Not applicable
APS6	9 employees	9 employees
EL1	8 employees	8 employees
EL2	1 employee	1 employee

e) \$18,920

f) \$2,500 per one day workshop, \$400 per one hour assessment and tutorial.

3. Not applicable.

Sydney Harbour Federation Trust

1.

a) \$898

b) As above.

c) One employee Equiv APS Level 6.

d) One employee Equiv APS Level 6.

e) Australian Digital Media Association.

f) Carrington St Sydney.

2.

a) Digital Copywriting.

b) Group based.

c) As above.

d) 7.5 hours for APS Level 6 (equiv).

e) \$898

f) Complete package as above.

3.

a) Carrington St Sydney.

b) 7.5 hours.

d) No.

Director of National Parks

1. Nil. The Director of National Parks has purchased no media training during this period.

2. Not applicable.

3. Not applicable.

National Water Commission

1. The National Water Commission has purchased no media training from 7 September 2014 to date.

2. Not applicable.

3. Not applicable.

Clean Energy Regulator

No media training services have been purchased by the Clean Energy Regulator from 7 September 2013 to 31 January 2014.