

Senate Standing Committee on Economics
ANSWERS TO QUESTIONS ON NOTICE
Industry, Innovation, Science, Research and Tertiary Education Portfolio
Additional Estimates Hearing 2011-12
15 February 2012

AGENCY/DEPARTMENT: DEPARTMENT OF INDUSTRY, INNOVATION, SCIENCE, RESEARCH AND TERTIARY EDUCATION

TOPIC: Media Training

REFERENCE: Written Question – Senator Bushby

QUESTION no: AI-245

In relation to media training services purchased by each department/agency, please provide the following information for this financial year to date (as at 29 February 2012):

1. Total spending on these services
2. The number of employees offered these services and their employment classification
3. The number of employees who have utilised these services, their employment classification and how much study leave each employee was granted
4. The names of all service providers engaged

For each service purchased from a provider listed under (4), 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
- d) The total number of hours involved for all employees
- e) The total amount spent on the service
- f) A description of the fees charged (i.e. per hour, complete package)

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

- i. The location used
- ii. The number of employees who took part on each occasion
- iii. The total number of hours involved for all employees who took part
- iv. Any costs the department or agency's incurred to use the location.

ANSWER

Questacon, the Australian Astronomical Observatory (AAO), CSIRO and the National Measurement Institute (NMI) Divisions/Agencies undertook media training this financial year. Please see details in **Attachment A**.

All other Divisions and Agencies within the Department did not receive media training services this financial year.

Please note – as this information is as at 29 February 2012 this does not include Outcome 3 and associated Agencies which is transferring from the Department of Education, Employment and Workplace Relations due to the recent Machinery of Government.

Attachment A

Media Training for financial year to date (as at 29 February 2012)

Division/Agency and Question	Questacon	AAO	NMI	CSIRO
1. Total spending on these services	\$3,300 GST exclusive	\$6,000 GST exclusive	\$,2960 GST exclusive	\$21,617.29 GST inclusive
2. The number of employees offered these services and their employment classification	14 employees: <ul style="list-style-type: none"> • APS4 – 7; • APS6 – 4; • EL1 – 1; and • EL2 – 2. 	10 employees: <ul style="list-style-type: none"> • APS4 – 1; • APS5 – 5; • APS 6 – 2; and • EL1 – 2. 	Training of this type is made available to NMI staff that need to publicly communicate in their areas of expertise. The majority of whom would be at EL and SES levels.	21 staff, ranging from CSOF4 to Flagship Director equivalent.
3. The number of employees who have utilised these services, their employment classification and how much study leave each employee was granted	Thirteen employees: <ul style="list-style-type: none"> • APS4 – 7; • APS6 – 4; • EL1 – 1; and • EL2 – 1. <p>No study leave was granted to employees attending this media training course.</p>	Ten employees: <ul style="list-style-type: none"> • APS4 – 1; • APS5 – 5; • APS6 – 2; and • EL1 – 2. <p>Study leave was not granted to employees attending this media training course.</p>	Four employees: <ul style="list-style-type: none"> • APS5 – 1; • EL1 – 1; and • EL2 – 2. <p>This training took place under normal professional development arrangements and as such no study leave granted.</p>	17 staff, ranging from CSOF4 to Flagship Director equivalent. <p>No study leave was granted as such training is considered to be part of official duties.</p>
4. The names of all service providers engaged	Robbie Weeks Media Pty Ltd.	Media Gurus	Science in Public	Essential Media Communications, Mediability, EConnect, Media Manoeuvres, Media Gurus

For each service purchased from a provider listed under (4), please provide:				
a) The name and nature of the service purchased	Robbie Weeks Media Training – dealing with the media face to face.	Media Skills Workshop – training in how to deal with the media, presentations skills and facilitation of workshop.	Science in Public – specific science communications training.	See Attachment B
b) Whether the service is one-on-one or group based	Group based	Group based	Group based	
c) The number of employees who received the service and their employment classification	Refer to Question 3.	Refer to Question 3.	Refer to Question 3.	
d) The total number of hours involved for all employees	91 hours.	70 hours.	30 hours.	
e) The total amount spent on the service	\$3,300 GST exclusive	\$6,000 GST exclusive	\$2,960 GST exclusive	
f) A description of the fees charged (i.e. per hour, complete package)	Complete package	Complete package	Complete package.	

Where a service was provided at any location other than the department or agency's own premises, please provide:				
i. The location used	N/A	N/A	The Big Dig Archaeology Education Centre, Sydney, NSW; and Science in Public offices, Melbourne, Victoria.	N/A
ii. The number of employees who took part on each occasion	N/A	N/A	One employee attended a course; 3 attended another course.	N/A
iii. The total number of hours involved for all employees who took part	N/A	N/A	Total of 30 hours (7.5 hours per employee).	N/A
iv. Any costs the department or agency's incurred to use the location	N/A	N/A	Nil.	N/A

Attachment B

CSIRO: For each service purchased from a provider listed under (4), please provide:

a) The name and nature of the service purchased	Essential Media	Mediability	EConnect	Media Manoeuvres	Media Gurus
b) Whether the service is one-on-one or group based	One on one	Group based	Two people	One on one	Group based
c) The number of employees who received the service and their employment classification	Deputy Chief	CSOF4, Program Leader	Flagship Directors	Flagship Director	Seven staff ranging from CSOF4 to CSOF7.
d) The total number of hours involved for all employees	4 hours	8 hours	16 hours	4 hours	52.5 hours (7.5 hours per attendee)
e) The total amount spent on the service	\$3,225.29 GST inclusive	\$3,300 GST inclusive	\$4,290 GST inclusive	\$4,202 GST inclusive	\$6,600 GST inclusive
f) A description of the fees charged (i.e. per hour, complete package)	Complete package	Complete package	Complete package	Complete package	Complete package