

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

20 October 2011

Question No: SBT 104

Topic: Communications

Hansard Page: Written

Senator Bushby asked:

How many communications people are there in each of your departments and agencies.

List their:

- (a) classification
- (b) position description
- (c) services they provide to Ministers and/or Parliamentary Secretaries and
- (d) any guidelines they must adhere to.

Answer

(a) and (b)

The ATO has 446 communication full time equivalent resources. Listed below are the communications job types in the ATO, the position description and the resourcing for each of these job types.

Job Type (Job Profile/Title) and position description	Total Full Time Equivalent
EL2.2 Communications Director Lead and set the overall direction for the development and implementation of communication strategies, programs and projects that extend across the ATO, represent the ATO at professional forums, events and consultancy groups. As the principal communications specialists, they provide authoritative and expert advice on a wide range of complex communications issues and lead and manage a large and complex set of resources, with a whole of business line focus, including managing other EL2.1s.	6
EL2.1 Communications Director Plan, organise and lead the development and implementation of communication strategies, programs and projects, represent the ATO at professional forums, events and consultancy groups. As expert communications specialists, they provide expert advice on a wide range of complex communications issues and lead and manage one or more work teams and a complex set of resources.	37.01

Job Type (Job Profile/Title) and position description	Total Full Time Equivalent
<p data-bbox="193 208 485 237">EL1 Communications Officer</p> <p data-bbox="193 253 1310 394">Lead, coordinate and evaluate the design, development and implementation of internal and external communication strategies, plans, products and tools. They provide high-level professional advice, solve complex issues and may lead projects. They may also lead a small team.</p>	81.47
<p data-bbox="193 416 504 445">EL1 Communications Manager</p> <p data-bbox="193 461 1310 633">Lead, coordinate and evaluate the design, development and implementation of internal and external communication strategies, plans, products and tools. They provide high-level professional advice, solve complex issues and may lead projects. They will lead one or more work teams including setting priorities, managing workflows and managing resources to deliver communication outcomes for the ATO with either an internal or external focus.</p>	65.27
<p data-bbox="193 656 560 685">APS6 Communications Team Leader</p> <p data-bbox="193 701 1310 873">Lead a team to deliver internal or external communication strategies, plans, products and tools. They provide specialist advice, solve issues and actively contribute to projects. They will lead a team including setting priorities, managing workflows and managing resources to deliver communication outcomes for the ATO with either an internal or external focus. They will review the quality of work undertaken by others to ensure quality.</p>	6
<p data-bbox="193 896 501 925">APS6 Communications Officer</p> <p data-bbox="193 940 1302 1081">Deliver internal or external communication strategies, plans, products and tools. They provide specialist advice, solve issues and actively contribute to projects. They may lead a small team to deliver communication outcomes for the ATO with either an internal or external focus. They will review the quality of work undertaken by others to ensure quality.</p>	98.24
<p data-bbox="193 1104 501 1133">APS5 Communications Officer</p> <p data-bbox="193 1149 1278 1321">Undertake a range of activities largely governed by set standards and work practices, to support the design, development and implementation of internal and external communication strategies, plans, products and tools. They may be required to undertake specialist, technical or research and analysis activities, provide advice and/or undertake work to support the delivery of projects.</p>	54.01
<p data-bbox="193 1344 501 1373">APS4 Communications Officer</p> <p data-bbox="193 1388 1310 1561">Under limited direction, undertake a range of activities largely governed by set standards and work practices, to support the design, development and implementation of internal and external communication strategies, plans, products and tools including some research and analysis. They may provide advice to stakeholders and may be required to undertake work to support the delivery of projects.</p>	13.65
<p data-bbox="193 1583 488 1612">EL1 Graphic Design Manager</p> <p data-bbox="193 1628 1302 1800">Lead one or more work teams to write, edit and coordinate the production and design of highly professional communication and marketing materials to support internal and external communications products and tools. They will undertake detailed, complex and/or technical communications and design work and provide expert advice on a wide range of complex graphic design and presentation issues.</p>	4

Job Type (Job Profile/Title) and position description	Total Full Time Equivalent
<p>APS6 Graphic Designer</p> <p>Design, write, edit and produce highly professional communication and marketing materials to support internal and external communications products to tools. They will undertake detailed, complex and/or technical communications and design work and provide specialist advice on a range of graphic design and presentation issues.</p>	5.22
<p>APS5 Graphic Designer</p> <p>Undertake a range of activities to support the delivery of detailed, complex and/or technical communications and design work and provide advice on a range of graphic design and presentation issues. Write, edit design and produce highly professional communication and marketing materials to support internal and external communications products to tools.</p>	6
<p>EL1 Publishing Manager</p> <p>Lead, coordinate and evaluate the design, development and publishing of internal and external information or web based content. They provide expert advice on publishing strategies and standards, solve complex issues and may lead projects. They will lead one or more work teams including setting priorities, managing workflows and managing resources to deliver publishing outcomes for the ATO with either an internal or external focus.</p>	10.53
<p>APS6 Publishing Officer</p> <p>Design, develop and publish internal and external information or web based content. They provide specialist advice on publishing strategies and standards, solve complex issues and may contribute to the delivery of projects. They may lead a small team to deliver publishing outcomes for the ATO with either an internal or external focus.</p>	25.62
<p>APS5 Publishing Officer</p> <p>Undertake a range of activities to support the publishing of internal and external information and web based content. They provide advice on publishing standards, solve issues and may contribute to the delivery of projects.</p>	17.62
<p>EL1 Public Relations Manager</p> <p>Lead, coordinate and evaluate public education, seminars and festivals across diverse audiences (including non-English speaking backgrounds, Indigenous and people with disabilities). They provide expert advice, solve complex issues and may lead projects. They will lead one or more work teams including setting priorities, managing workflows and managing resources to deliver public relations outcomes for the ATO primarily with an external focus.</p>	1
<p>EL1 Media Adviser</p> <p>Lead, coordinate and provide professional and strategic advice in relation to communications, public affairs or media, issues or relationship management. They will have a high level of stakeholder contact and political awareness in relation to the appropriate management of issues which can impact significantly on the ATO's reputation.</p>	2.41

Job Type (Job Profile/Title) and position description	Total Full Time Equivalent
<p>EL1 Intranet Manager</p> <p>Lead, coordinate and manage all internal intranet content, architecture, advice, quality assurance and reporting activities. They will manage a team providing a central point of contact for intranet publishing activities for individual business lines and provide expert advice and recommendations to a wide range of internal stakeholders on intranet content and design. They will ensure accuracy and consistency of intranet content and compliance with corporate publishing standards. They may lead projects with a view to improve intranet content within the ATO.</p>	1.61
<p>APS6 Intranet Coordinator</p> <p>Manage internal intranet content, architecture, advice, quality assurance and reporting activities. They will provide a central point of contact for intranet publishing activities for individual business lines and provide advice and recommendations to a wide range of internal stakeholders on intranet content and design. They will contribute to the accuracy and consistency of intranet content and compliance with corporate publishing standards. They may contribute to projects with a view to improve intranet content within the ATO.</p>	3.6
<p>EL1 Advertising Manager</p> <p>Manage the non-campaign advertising agency for the ATO. They provide expert advice on and ensure ATO compliance with whole of government advertisement guidelines. They will solve complex policy issues for advertising to niche and Indigenous markets. They assure the quality of advertisements published in press, online and the Commonwealth Gazette and manage non-campaign advertising.</p>	0.82
<p>APS6 Community Relations Officer</p> <p>Deliver a range of communication products for diverse audiences, consistent with corporate brand, style and design standards. They develop and oversee the production of information products and work with stakeholders to develop, implement and evaluate communication strategies. They deliver media programs and information sessions on tax topics including reviewing and providing feedback on translated publications.</p>	6
Grand Total	446.08

(c)

The ATO has two key teams, the Media Unit and the Corporate Campaigns branch, who provide communications services to the Assistant Treasurer and Minister for Financial Services and Superannuation's office (the Minister). No services are provided directly to the Parliamentary Secretaries.

These teams comprise job types from the list provided in (a) and (b) above.

As part of the Minister's role in representing the ATO, the Media Unit provides the Minister's office with:

- draft media releases
- Ministerial media briefing
- speaking points, and
- draft speeches.

In addition, the Media Unit facilitates media enquires received by the Minister's office that have a tax or superannuation administrative element.

The Corporate Campaigns branch does not provide any direct services to the Minister. It coordinates ATO participation in whole-of-government campaign processes and is responsible for all campaign project management and above-the-line communications components including paid advertising. This work includes the substantial activity coming out of the Australia's Future Tax System and Super System reviews. The two advertising campaigns which are current being managed are Super Reform program and 50% tax discount on interest income.

(d)

All ATO communications staff are required to follow the ATO communications framework. This is designed to enable the ATO to communicate effectively with stakeholders, the community and ATO employees through a range of communication channels.

The ATO has an organisation-wide channel strategy to deliver services and communication efficiently and effectively using the most appropriate mix of channels for taxpayers and the agency. This strategy is consistent with the principles of the ATO's Taxpayers' Charter, Compliance Model and Brand Management guidelines. In determining the best mix of communication channels for a project, issues such as Government policy, privacy and anti-spam legislation are considered.

More specifically, the ATO's Corporate Management Practice Statement on Media (PS CM 2007/03) sets out the principles for contact between the ATO and the media (Attachment A). All Media Unit staff are educated and trained in privacy obligations including the secrecy provisions detailed in Section 355 of Schedule 1 to the *Tax Administration Act 1953* as it relates to their role.

Campaign advertising must comply with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)* issued by the Department of Finance and Deregulation.