

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

19 – 20 October 2011

Question No: SBT 243
Topic: ABS Communications
Hansard Page: Written

Senator Bushy asked:

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

List their classification, position description, services they provide to Ministers and/or Parliamentary Secretaries and any guidelines they must adhere to.

Answer:

Corporate Communications – 13 people

EL2 (x1) Director of Corporate Communications

Provides advice to senior executive team of the Australian Bureau of Statistics (ABS) on media issues. Reports quarterly on Communication KPIs dealing with media attribution and changes in media coverage.

Provides feedback to any questions or issues raised by the Minister's office on communications or media issues.

Guidelines adhered to: ABS Publishing: Standards and Guidelines, APS Style Guide (Sixth edition 2002), Campaign and Non-campaign guidelines.

EL1 (x2) Assistant Director Corporate Communications

Manage a team of communication officers and graphic designers. Identify any issues requiring escalation to the senior management group. Manage media interaction for ABS executives. Produce KPI monitoring reports and manage daily media monitoring.

No direct interaction with Minister's office or Parliamentary Secretaries.

Guidelines adhered to: ABS Publishing: Standards and Guidelines, APS Style Guide (Sixth edition 2002), Campaign and Non-campaign guidelines.

APS6 (x1) Communications Officer

Lead and coordinate strategic communication activities, assist Subject Matter Areas to write communication plans and media releases, coordinate media interviews between SMAs and journalists, manage internal communications and provide strategic advice to stakeholders regarding their communication needs. Conduct daily media monitoring and raise any issues for further action to the management team.

No direct interaction with Minister's office or Parliamentary Secretaries.

Guidelines adhered to: ABS Publishing: Standards and Guidelines, APS Style Guide (Sixth edition 2002), Campaign and Non-campaign guidelines.

APS5 (x1) Communications Officer

Coordinate strategic communication activities, assist Subject Matter Areas to write communication plans and media releases, coordinate media interviews between SMAs and journalists, manage internal communications and provide strategic advice to stakeholders regarding their communication needs. Conduct daily media monitoring and raise any issues for further action to the management team.

No direct interaction with Minister's office or Parliamentary Secretaries.

Guidelines adhered to: ABS Publishing: Standards and Guidelines, APS Style Guide (Sixth edition 2002), Campaign and Non-campaign guidelines.

APS4 (x3) Communications Officer

Support strategic communication activities, assist Subject Matter Areas to write communication plans and media releases, coordinate media interviews between SMAs and journalists, facilitate internal communications and provide support to stakeholders regarding implementation of their communication needs. Conduct daily media monitoring and raise any issues for further action to the management team.

No direct interaction with Minister's office or Parliamentary Secretaries.

Guidelines adhered to: ABS Publishing: Standards and Guidelines, APS Style Guide (Sixth edition 2002), Campaign and Non-campaign guidelines.

Census Public Relations – (5 people – 3 ongoing, 2 non-ongoing to end August 2012)

EL2 (x1) Director of Census PR (ongoing)

Provide high level advice to senior executive on Census related issues. Develop and oversee the implementation of Census PR and communication campaigns including market research.

Provide feedback to senior management on questions or issues raised by the Minister's office on Census communication or media issues.

Guidelines adhered to: ABS Publishing: Standards and Guidelines, APS Style Guide (Sixth edition 2002), Campaign and Non-campaign guidelines.

EL1 (x3) Assistant Director Census Public Relations (2 x ongoing, 1 non-ongoing to end August 2012)

Implement and manage Census public relations, communication (internal and external) and media campaigns. Identify issues requiring escalation to the senior management group. Manage Census media interaction for Census ABS executives. Manage the day to day operations of Census stakeholder engagement and key aspects of campaign and non- campaign based activities.

No direct interaction with Minister's office or Parliamentary Secretaries.

Guidelines adhered to: ABS Publishing: Standards and Guidelines, APS Style Guide (Sixth edition 2002), Campaign and Non-campaign guidelines.

APS6 (x1) Communications Officer (non-ongoing to end August 2012)

Coordinate Census related communication activities including internal/external communications, stakeholder engagement and the provision of support materials.

No direct interaction with Minister's office or Parliamentary Secretaries.

Guidelines adhered to: ABS Publishing: Standards and Guidelines, APS Style Guide (Sixth edition 2002), Campaign and Non-campaign guidelines.