

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Additional Estimates 24-28 February 2014

Prime Minister and Cabinet Portfolio

Department/Agency: Department of the Prime Minister and Cabinet

Outcome/Program: 1.1 Prime Minister and Cabinet

Topic: Communications staff

Senator: Senator the Hon Joe Ludwig

Question reference number: 170

Type of Question: Written

Date set by the committee for the return of answer: 11 April 2014

Number of pages: 3

Question:

1. For all departments and agencies, please provide – in relation to all public relations, communications and media staff – the following:
 - a) How many ongoing staff, the classification, the type of work they undertake and their location.
 - b) How many non-ongoing staff, their classification, type of work they undertake and their location
 - c) How many contractors, their classification, type of work they undertake and their location
 - d) How many are graphic designers?
 - e) How many are media managers?
 - f) How many organise events?

Answer:

The Strategic Communications Branch was established in the Department of the Prime Minister and Cabinet after the machinery of government changes in September 2013 when the following functions and supporting communications staff were transferred to the Department of the Prime Minister and Cabinet:

- Commonwealth Aboriginal and Torres Strait Islander policy, programmes and service delivery;
- promotion of reconciliation;
- community development employment projects;
- reducing the burden of government regulation; and
- women's policies and programmes.

The Branch provides communications support to the Department and its portfolio ministers. Specific functions include:

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- media monitoring, media management support (including social media) and strategic communications advice to support policy and program areas of the Department;
- internal communications support across the Department, including internal newsletters, intranet and website support, style guides, branding and graphic design support;
- draft speeches and talking points to support the Department's portfolio ministers in their portfolio activities and the Secretary;
- communications and community engagement support to the Department's Indigenous Affairs policies and programs, including community development employment projects and the promotion of reconciliation; and
- strategic communications support for the Department's G20 Taskforce and its communications activities at a national and international level.

a), b) and c) The total number of staff has not changed since September 2013. The number of ongoing, non-ongoing and contractor staff whose primary role is public relations, media or communications (as outlined above) as at the date of the Senate Additional Estimates hearing (24 February 2014) was:

Classification	Ongoing	Non Ongoing	Contractor
SES Band 1	1		
APS4	0.5		
Public Affairs and Digital Media			
EL2	1		
EL1/PAO3	2.6		1
APS6/PAO2	3.4		
APS5/PAO1	1		
Corporate Communications			
EL2	1		
EL1/PAO3	5.6	0.6	
APS4	2		
Community Engagement and Content Development			
EL2	1		
EL1/PAO3	3	1	1
APS6/PAO2	4	1	

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APS3		1	
G20 Strategic Communications			
EL2	1		
EL1/PAO3	3.4		
APS5/PAO1	1		
APS3		1	
COAG Reform Council Communications			
EL2	1		
APS6/PAO2	1		
APS4	1		
Ceremonial and Hospitality Communications			
Casual			2

All staff listed above are Canberra based except for four:
0.6 x EL1 in Brisbane (non-ongoing), 1 x PAO3 in Darwin,
0.6 x PAO3 in Melbourne, and 0.4 x PAO2 in Sydney.

- d) There are no graphic designers.
- e) There is one EL2 in Public Affairs and Digital Media who manages media inquiries and media monitoring.
- f) No staff have the sole role of organising events. The department does from time to time establishes specialist taskforces to support major events such as G20.