

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Supplementary Budget Estimates 17-20 October 2011

Prime Minister and Cabinet Portfolio

Department/Agency: arts portfolio agencies

Outcome/Program: various

Topic: Communications

Senator: Senator Ryan

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Question:

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:

The Australia Council

There are four communication positions at the Australia Council, each employed at Australia Council Band 4. Their role is to develop and implement communications, marketing plans, strategies and processes for the Australia Council.

National Film and Sound Archive (NSFA)

There are six ongoing communication positions at the NFSA:

- EL1: Manager of Communications and Marketing
- APS6: Communications Officer, publicising NFSA activities and programs
- APS6: Marketing Officer, organising and marketing NFSA events
- APS6: Graphic Designer, carrying out NFSA design duties
- APS5: Marketing Officer, publicising NFSA National Programs
- APS4 (part-time): Public Awareness Officer, liaising with NFSA's public

There are no direct services provided to Ministers and/or Parliamentary Secretaries.

The communications officers are bound by APS standards and guidelines.

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National Gallery of Australia

There are three communication positions in the Gallery. Details of these positions are as follows:

Head of Marketing and Communications, EL2

The position reports to the Assistant Director, Development, Marketing and Commercial Operations and has strong communication links with stakeholder groups, internal and external to the NGA. The position covers management of all marketing and communications for the NGA and provides leadership in the area to a diverse range of staff. The position manages campaign and non campaign work across a variety of media employing an integrated marketing and communications mix.

Marketing and Communications Manager, EL1

The position reports to the Head of Marketing and Communications and is part of the Marketing and Communications team, within the Development, Marketing and Commercial Operations program. The aim of the Marketing and Communications team is to ensure the effective promotion and positioning of the Gallery, its activities and products in all markets in Australia and overseas.

Marketing and Communications Assistant, NGA3/4

This position reports to the Head of Marketing and Communications and assists both the Head of Marketing and Communications and the Marketing and Communications Manager on key projects. The position is responsible for a wide range of administrative duties and project support relating to marketing and communications. The role of the marketing team is the positive promotion of the National Gallery of Australia brand, exhibitions and events. The position supports, with practical administrative coordination, the activities of the marketing section.

All of the above positions contribute to briefs to the Minister on media matters.

There are no set Guidelines to which they must adhere.

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National Library of Australia

There are three ongoing communication positions at the NLA (2.8 full time equivalent):

- 1 x APS 6 - media officer - liaison with the media regarding the Library's activities.
- 1 x APS 6 - part-time marketing and promotions officer.
- 1 x APS 5 - administrative assistance and social media (Library's formal Facebook and Twitter communication).

There are no direct services provided to Ministers and/or Parliamentary Secretaries. There are no specific guidelines these officers are bound to adhere to apart from the APS Code of Conduct and APS Values.

National Museum of Australia

There are six ongoing communication positions at the NMA:

- 1 x EL2 Public Affairs Manager
- 1 x APS 6 Publicist
- 1 x EL 2 Public Programs and Marketing Manager
- 1 x EL 1 Assistant Manager Marketing
- 1 x APS 6 Senior Coordinator Marketing
- 1 x APS 4 Public Programs and Marketing Coordinator

There are no direct services provided to Ministers and/or Parliamentary Secretaries. The communications officers are bound by APS standards and guidelines.

Screen Australia

There is one ongoing communication positions at Screen Australia:

- 1 x SA EL1 PR Manager. The responsibilities are to manage Screen Australia's media relations to broaden industry and general public knowledge of the organisation's role, activities and achievements.

There are no direct services provided to Ministers and/or Parliamentary Secretaries. The PR Manager is bound by APS standards and guidelines.