

QUESTION TAKEN ON NOTICE

BUDGET ESTIMATES HEARING: 21-22 MAY 2012

IMMIGRATION AND CITIZENSHIP PORTFOLIO

(BE12/0031) Program: Internal Product

Senator Pratt asked:

With relation to responding to media inquiries, what is the average cost to the department and how many staff hours are spent responding to such inquiries?

Answer:

The media section has a staff of 6 FTE based in Canberra who are responsible for a range of media activities including responding to media enquiries, media monitoring and preparation of media materials such as media releases. It is not possible to provide an "average cost" per media enquiry given the complexities of each request, and the factors affecting the resolution of the request. Likewise it is also not possible to provide a definitive number of "how many staff hours are spent responding" to media enquiries. An average response time in staff hours is not available. The department aims to provide a response (in some instances, a holding response) within 60 minutes of receiving an enquiry.

Further, the National Communications Manager is also approached directly by journalists, producers and other media representatives with inquiries, some of which he manages immediately, and others which he refers to the Media Team to manage.