

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS  
ATTORNEY-GENERAL'S DEPARTMENT

**Portfolio**

**Question No. 106**

**Senator Humphries asked the following question at the hearing on 30 May 2013:**

Communications staff

1. For all departments and agencies, please provide – in relation to all public relations, communications and media staff – the following:

By Department or agency:

- 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?
2. Do any departments/agencies have independent media studios? If yes, why? When was it established? What is the set up cost? What is the ongoing cost? How many staff work there and what are their classifications?

**The answer to the honourable senator's question is as follows:**

**Australian Government Solicitor**

Australian Government Solicitor (AGS) is a government business enterprise operating on a commercial and competitive basis in providing legal and related services to government and its agencies. AGS does not receive any Budget or other appropriations and its employees are engaged outside of the *Public Service Act 1999*. The question is therefore not applicable to AGS.

**The National Native Title Tribunal**

The National Native Title Tribunal (NNTT) will not be providing a response to this question, as from 1 July 2012 the NNTT is no longer a *Financial Management and Accountability Act 1997* Agency, and is funded to carry out its functions as a sub-program of the Federal Court of Australia's appropriation. On 12 March 2013 the *Courts and Tribunals Legislation Amendment (Administration) Act 2013* came into operation. On that day the Australian Public Service Commissioner signed a determination which transferred all staff employed by the Tribunal to the Federal Court of Australia under s.72 of the *Public Service Act 1999*, but those staff are designated staff assisting the Tribunal under the *Native Title Act 1993*.

1. a)-f) As at 30 May 2013

Agency	Number of ongoing staff, their classifications, the type of work they undertake and their locations	Number of non-ongoing staff, their classifications, the type of work they undertake and their locations	Number of contractors, their classifications, the type of work they undertake and their locations	Number of graphic designers	Number of media managers	Number of event organisers
Attorney-General's Department	<p>11.5            SESB1 x 0.5 (note this position oversees other areas)            EL2 x 2              EL1 x 6              APS5-6 x 3              Managing media enquiries, talking points, Crisis communication and coordination support, preparation of media briefings, compiling media clips, managing the Australian Associated Press contract for the Department, corporate Communications and publications, assistance</p>	<p>3              APS4 x 1            Media              APS 6 x 1            Media              EL1 x 1            Web content development            Located in Barton, Canberra.</p>	0	1	1	0

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	with Departmental speeches, writing and editing documents, graphic design, strategy and campaign work. Located in Barton, Canberra.					
Administrative Appeals Tribunal	The Administrative Appeals Tribunal employs 1 ongoing part-time (3 days per week) staff as Director, Communications at the Executive Level 1 level in Sydney. The Director, Communications is responsible for developing and implementing strategies to meet the Tribunal's internal and external communication needs, maintaining and enhancing the Tribunal's suite of information products, coordinating the production of key publications and dealing with media enquiries.	Nil	Nil	Nil	Nil	Nil

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Australian Commission for Law Enforcement Integrity	The Australian Commission for Law Enforcement Integrity has no dedicated public relations, communications and media positions.	Nil	Nil	Nil	Nil	Nil
Australian Crime Commission	<p><b>SES1- 0.25 FTE</b> (note this position also oversees other areas)</p> <p><b>EL2- 0.75 FTE</b> (note this position also oversees other areas) Position oversees the Communications, Media and Stakeholder Engagement team, as well as providing advice and support to the ACC Executive.</p> <p><b>EL1- 1.5 FTE</b> (note one of these positions also oversees other areas)</p> <p>Facilitate and responds to media enquiries, media strategies, press conferences, speech writing etc. Oversees the intranet, website, internal and corporate communications, prevention and</p>	N/A	<p>1x Web Manager contractor – through OPC, one day per week.</p> <p>Work undertaken includes website content management, back-end administration and maintenance, and publishing.</p>	<p><b>1x APS6</b> (incl. in total figures)</p> <p>This position designs and produces the ACC Annual Report, crime profile series, as well as a number of other priority publications relating to serious and organised crime. This position also manages printing and intranet and</p>	<p><b>EL1- 0.75 FTE, APS6.</b></p> <p><b>EL2- 0.5 FTE</b> (note this position also oversees other areas)</p>	<p>There is no specific position attached to event management and organising. Where events are required to be organised, event management is spread across the Communications and Media team as part of its multi-skilled</p>

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	<p>community and stakeholder engagement, publishing.</p> <p><b>APS6-3.0 FTE</b> Responsible for managing day-to-day media enquiries, facilitating media requests, strategies, speech writing, website publishing etc. Internal and corporate communications, news, editing, stakeholder and relationship management (and framework), intranet and website publishing, event management, publications, media monitoring.</p> <p><b>All staff based in Canberra.</b></p>			<p>website publishing, maintenance and governance.</p>		<p>approach.</p>
<p>Australian Customs and Border Protection Service</p>	<p><b>26 staff (25 located in Canberra, 1 in Sydney)</b></p> <p>1 x CL 5 8 x CL 4 10 x CL3 7 x CL2</p> <p>Work undertaken includes media</p>	<p><b>3 staff located in Canberra</b></p> <p>3 x CL4</p> <p>Work undertaken includes media operations, public affairs, events, on-line and digital communication services</p>	<p>Nil</p>	<p><b>Total Staff - 2</b></p>	<p><b>Total Staff - 1</b></p>	<p>No dedicated staff resources. Event management responsibilities are shared between a number of Communicatio</p>

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	operations, public affairs, events, on-line and digital communication services for internal and external audiences.	for internal and external audiences.				n officers.
Australian Federal Police	<p><b>Total Staff - 45</b></p> <p><b>Corporate Communications Management – 3</b> SES 1 x 1 Band 4 x 2</p> <p><b>Media Team – 10</b> EL2 x 1 Band 8 x 1 Band 7 x 1 Band 6 x 3 Band 4 x 4</p> <p>Provides media liaison services Social media monitoring and management</p> <p>All located at AFP Headquarters, Barton, ACT</p>	0	0	3	<p>10</p> <p>1 Manager</p> <p>1 Coordinators</p> <p>1 Team leaders</p> <p>7 Team members</p>	On average 2 - 3 members are utilised per media/market ing event

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	<p><b>Marketing Team – 20</b></p> <p>EL 2 x 1  Band 8 x 1  Band 7 x 3  Band 6 x 6  Band 5 x 2  Band 4 x 4  Band 3 x 2  Band 2 x 1</p> <p>Communication strategy and product development</p> <p>Publications (print and online)</p> <p>Design services</p> <p>AFP Museum curating and management</p> <p>Most located at AFP Headquarters, Barton.</p> <p>Four staff located at AFP Museum premises at Bowes Place, Phillip ACT</p>					

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	<p><b>Productions and Online Services Team – 12</b></p> <p>EL2 x 1  Band 8 x 1  Band 7 x 1  Band 6 x 1  Band 5 x 1  Band 4 x 5  Band 3 x 2</p> <p>Online services  Video production  Multimedia production  AFP Conference Centre - audio-visual management and administration</p> <p>All located at AFP Headquarters, Barton, ACT</p>					

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Australian Human Rights Commission	<p>APS 5 x 1 Web Developer</p> <p>APS 6 x 2 Events &amp; Marketing Coordinator and Web Designer</p> <p>EL 1 x 3 Two Media Advisors and one Web Manager</p> <p>EL 2 x 1 Communications Manager</p>	<p>APS 5 x 1 Web Developer</p> <p>APS 4 x 1 Database management and Administrative Support</p>	Nil	Nil	2	1
Australian Institute of Criminology	Conference Organiser, APS5, Conference Management, Canberra	Communications Manager, EL2, Managing Communications, media Liaison, FOI, Media Training for staff, Canberra	Nil	Nil	1	1
Australian Law Reform Commission	One full-time ongoing staff Classification EL 1. Duties include website development and management, online publishing, online communication strategies. Based in Sydney.	Nil	Nil	Nil	Nil	Nil

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Australian Security Intelligence Organisation	For security reasons, it would not be appropriate to comment publicly on this matter.					
AUSTRAC	<p>3 ongoing:</p> <p><b>Communications Manager,</b> Melbourne (Acting EL1, substantive APS6)</p> <p>Acting EL1 is responsible for: managing the day-to-day operations of the Communications team; developing, implementing and evaluating a range of internal and external communication strategies; coordinating responses to media enquiries; and overseeing the production of printed publications including AUSTRAC's annual report and annual typologies and case studies report.</p> <p><b>Senior Communications Officer,</b> Melbourne (APS6) Responsible for:</p>	Nil	Nil	1	2 (in addition to their other work, AUSTRAC's EL1 Communications Manager and EL2 Director Stakeholder Relations undertake media management duties for the agency as required).	Nil

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	<p>providing strategic website advice and projects, production of articles for various forums/media; editing/proofreading; and contributing to communications projects as required.</p> <p><b>Graphic Designer</b>, Melbourne (APS5) Responsible for: the application of AUSTRAC branding (that is, graphic design); design and layout of external/internal corporate publications; management of photo gallery; production of various documents, forms and presentations; publishing material on the AUSTRAC website; and contributing to communications projects as required.</p>					
Commonwealth Director of Public Prosecutions	<p>0.3 ongoing staff member at APS6 classification - located in Canberra</p> <p>Type of work includes: Compiling media clips, managing media enquiries</p>	Nil	Nil	Nil	Nil	Nil

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CrimTrac	2 ongoing staff, APS6 and EL2, Communications Adviser and Director of Strategic Communications, both located in Dickson, ACT	1 non-ongoing staff, APS3, Admin Assistant, located in Dickson, ACT	Nil	Nil	Nil	Nil
Family Court of Australia	<p>1 x EL2: national communications manager for Family Court and Federal Circuit Court</p> <p>1xEL1: strategic and stakeholder communication for Family Court and Federal Circuit Court</p> <p>1 X APS 6: communication, print management, contract management</p> <p>1 x APS 5: communications work, newsletters, administration and website support</p>	Nil	Nil	Nil	1 x EL1: media manager for Family Court and Federal Circuit Court. Back up media management for Federal Court	Nil
Federal Court of Australia	1 ongoing EL 2 undertaking media liaison work, developing media releases, advising judges and executive on relevant matters.	Nil	Nil	Nil	Nil	Nil

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Federal Circuit Court of Australia	Communications and media work for the Federal Circuit Court is undertaken by Family Court communications and media staff					
High Court of Australia	Nil	0.15 of an ASL at the SES level located in Canberra This employee undertake the following work: <ul style="list-style-type: none"> <li>handles enquires from media and members of the public;</li> <li>prepares media releases; and</li> <li>co-ordinates the advertising of public events at the Court.</li> </ul>	Nil	Nil	Nil	Nil
Insolvency and Trustee Service Australia	Equivalent 4.2 FTE One EL2^ Three EL1^ Two APS6^ One APS5^ Communication strategy	One 0.6 FTE APS5* One 0.4 FTE APS6* Media services, graphic design and communications Canberra *part-time staff 100% of	Nil	One 0.6 FTE APS5	Nil	Nil

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	<p>development, publications, online content and management, stakeholder engagement, internal and external communications</p> <p>Canberra, Brisbane and Sydney</p> <p>^Approx 60% of duties being communication and media activities</p>	<p>duties being communication and media activities.</p>				
Office of the Australian Information Commissioner	<p>0.5 x EL2 – Sydney</p> <p>0.5 X EL1 – Sydney</p> <p>0.3 x APS6 – Sydney</p> <p>1.5 x APS 5 – Sydney</p> <p>Media releases, social media, newsletters, events, publications, website</p>	Nil	Nil	Nil	<p>0.1 x EL2</p> <p>0.5 x EL1</p>	<p>Nil</p> <p>The OAIC does not have dedicated event organisers. All Corporate and Communications staff assist as required.</p>
Office of Parliamentary Council	Nil	Nil	Nil	Nil	Nil	Nil

2. The following agencies do not have media studios:

Attorney-General's Department, Administrative Appeals Tribunal, Australian Commission for Law Enforcement Integrity, Australian Crime Commission, Australian Human Rights Commission, Australian Institute of Criminology, Australian Government Solicitor, Australian Law Reform Commission, Australian Transaction Reports and Analysis Centre, CrimTrac, Family Court of Australia, Federal Magistrates Court of Australia, Federal Court of Australia, High Court of Australia, Insolvency and Trustee Service Australia, National Native Title Tribunal, Office of the Australian Information Commissioner, Office of the Commonwealth Director of Public Prosecutions, Office of Parliamentary Counsel.

See below for other responses, as at 30 May 2013.

Agency	Reason for independent media studio	Date of establishment	Set up cost	Ongoing cost	Number of staff and their classifications
Australian Customs and Border Protection Service	To provide support for communicating with agency staff and community education.	2012	\$42,000	\$5,000 p.a	2.  10% of 2 x CL3
Australian Federal Police	The AFP Conference Centre is located at the AFP National Headquarters in Barton, Canberra. The centre is a 100-seat, multi-purpose theatre which hosts AFP forums & seminars, as well as whole of government and international conferences and press conferences. Internal AFP events held in the conference centre can be live-streamed to the desktops of more than 90% of AFP staff onshore, and recorded and distributed to deployed members. The conference centre can be modified as needed and used as a production facility with industry standard video, photography and audio capabilities. This	March 2011	\$2.29 Million	FTE and maintenance.  There are no major ongoing costs associated directly with the centre refurbishment	4 full-time, ongoing staff.  B4 X 3  B3 X 1  These staff are multi-skilled operators, whose duties include photography, audio production, writing,

Agency	Reason for independent media studio	Date of establishment	Set up cost	Ongoing cost	Number of staff and their classifications
	set-up has enabled the AFP Production team to produce numerous training, community based messaging and promotional products.				directing & producing video products, and planning, running & the technical delivery of conferences.

**Australian Security Intelligence Organisation**

For security reasons, it would not be appropriate to comment publicly on this matter.