

QUESTION TAKEN ON NOTICE

SUPPLEMENTARY BUDGET ESTIMATES HEARING: 15 October 2012

IMMIGRATION AND CITIZENSHIP PORTFOLIO

(SE12/0186) PROGRAM – Internal Product

Senator Humphries (written) asked:

Portfolio wide - Staff: 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.

Answer:

a) The National Communications Branch's (NCB) 26 ongoing staff, as at 15 October 2012, directly support the offices of the minister and parliamentary secretary, the departmental executive and business areas on a wide range of communication issues, including media liaison and monitoring, promotion and events management, branding, publications design and production, audio-visual productions, speechwriting and production of the annual report.

NCB comprises four sections: Media, Internal and Strategic Communications, Executive Support and Production and Design.

Summary NCB Staffing Classifications	
Senior Executive Staff	1
Senior Public Affairs Officer A	3
Public Affairs Officer (PAO) 3	11
Public Affairs Officer (PAO) 2	5
Public Affairs Officer (PAO)1	3
Executive Level (EL) 1	1
APS6	1
APS5	1
Total staff	26

In addition to this there are a number of program areas within the department that also employ ongoing communication staff. This includes the following:

Policy Innovation & Research & Evaluation Unit (PIREU) employs an ongoing PAO3 who assists with the development and implementation of a PIREU marketing and communication strategy.

In the Compliance Status Resolution Communications (CSRS) section, as at 15 October 2012, there was one EL2, two EL1 comms support officers, two APS6 comms support officers, one AP5 comms support officer and one graduate who promote the compliance and status resolution framework with key internal and external stakeholders.

In the Citizenship Program Management section, as at 15 October 2012, there was one APS6 (60%) and one EL1 (25%) working on the citizenship website.

In the Citizenship Ceremonies and Community Engagement section, as at 15 October 2012, there was one part time EL2, two part time EL1s, one full time EL1 and one full time APS6.

The Learning and Change Communication Section of the Global Learning and Change Branch consists of one EL2, three ELs and one PAO2 as at 15 October 2012. The Learning and Change Communication Section provides internal communications to support the implementation of significant change initiatives in the department, for example, the deployment of a new IT system to support a business area.

Within the Multicultural Affairs Branch, as at 15 October 2012, there was one EL2, one PAO3 and one PAO2 who drafts media resources on behalf of the division, one EL1 and two APS6 involved in professional writing and editing including speeches, publications and specialised CSM division information products, two APS6 whose main duties are divisional website updates, product production including external printing and DVD replication and one APS5 involved in information products production.

In the Business Engage Analysis and Transformation section as at 15 October 2012, there were three APS6 officers who were responsible for graphic design, marketing and public affairs duties.

In the VPT Stakeholder Governance and Strategic Communications section as at 15 October 2012, there was one PAO3 officer who was responsible for technical writing.

In the Client Experience and Strategic Marketing section as at 15 October 2012, there was one EL2, five EL1s responsible for marketing and research duties, two ongoing APS6s responsible for marketing and research duties, two ongoing APS5s responsible for graphic design and project support and one APS4 carrying out survey development duties.

In the Legal Framework Branch, as at 15 October 2012, there was one EL1 public affairs officer.

In the Change Management section of the Global Learning and Change Branch there was one APS6 responsible for public affairs duties.

The MRT-RRT has a communications unit consisting of 0.5 of an EL1 and 0.5 of an APS6. They prepare presentations and internal communications on behalf of senior managers, respond to complaints and coordinate responses to media enquiries; as well as managing other functions not related to communications.

b) The National Communications Branch, as at 15 October 2012, had one non-ongoing APS4 in the Media section, two non-ongoing PAO1s in the Internal and Strategic Communications section and two non-ongoing PAO1s in the Production and Design section.

In the Compliance Status Resolution Communications (CSRS) section, as at 15 October 2012, there was one non-ongoing APS6 and one non-ongoing APS5 comms support officer who promote the compliance and status resolution framework with key internal and external stakeholders.

The Learning and Change Communication section of the Global Learning and Change Branch had one non-ongoing APS5 and one non-ongoing APS6 as at 15 October 2012. The Learning and Change Communication Section provides internal communications to support the implementation of significant change initiatives in the department, for example, the deployment of a new IT system to support a business area.

In the Client Experience and Strategic Marketing section as at 15 October 2012, there was one non-ongoing APS5 responsible for project support and one non-ongoing APS6s responsible for marketing duties.

c) The National Communications Branch and the Learning and Change Communication section had one contractor each as at 15 October 2012.