

**Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
Industry, Innovation, Climate Change, Science, Research and Tertiary Education Portfolio  
Budget Estimates Hearing 2013-14  
3 and 4 June 2013

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**AGENCY/DEPARTMENT:** DEPARTMENT OF INDUSTRY, INNOVATION, CLIMATE CHANGE, SCIENCE, RESEARCH AND TERTIARY EDUCATION

**TOPIC:** Communications Staff

**REFERENCE:** Written Question – Senator Bushby

**QUESTION No.:** BI-151

1. For all departments and agencies, please provide – in relation to all public relations, communications and media staff – the following:
  - a. By Department or Agency:
    - i. How many ongoing staff, the classification, the type of work they undertake and their location;
    - ii. How many non-ongoing staff, their classification, type of work they undertake and their location;
    - iii. How many contractors, their classification, type of work they undertake and their location;
    - iv. How many are graphic designers?
    - v. How many are media managers?
    - vi. 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?

**ANSWER**

(a) (i)

<b>Department/Agency</b>	<b>Ongoing staff</b>	<b>Classification</b>	<b>Type of work undertaken</b>	<b>Location</b>
<b>DIICCSRTE</b>	0.4	EL2	Promote, organise and conduct education and community outreach activities including lectures, media interviews, school and university visits etc	Sydney
	2	SPAO1R3 EL1	Communications and Public Affairs	Canberra
	1 1	EL2 PAO	Communications strategy development and delivery, campaign activity, advertising	Canberra
	8.8	EL1	Strategy development and delivery, sponsorship, events, editorial & writing, campaign work	Canberra
	4	APS6	Creative/design, social media, sponsorships, events, operational delivery	Canberra
	1	SES	Communications and Media	Canberra
	1 4 1 1 1	SPAO2 EL1 PAO3 APS6 APS5	External Communications	Canberra
	1 2 4	EL2 PAO3 EL1	Media and Speechwriting	Canberra
	1 3	EL2 EL1	Communications Strategy	Canberra
	1 1.73 0.5	EL1 PA03 APS6	Media and communications	Canberra
	1 0.8	PA03 APS6	Public awareness, education and community engagement	Canberra

	1 1	EL1 APS6	Communication for the Australia Awards (Endeavour Scholarships) program including marketing, promotion, event management and strategy development to position and profile the Awards	Canberra
	1	SPAO1	Stakeholder engagement	Canberra
	0.6	EL2	Stakeholder engagement, events, communications and marketing	Canberra
	1	EL1	Media releases, events management support, stakeholder engagement, communications and marketing	Canberra
	1	EL1	Questacon Team leader - marketing, brand management, communication, media, tourism, event management, social media and strategy development for the Questacon – The National Science and Technology Centre	Canberra
	1	APS6	Media, public relations, communications and event management for Questacon	Canberra
	1	APS6	Brand development and management, tourism, advertising, marketing, social media and event management for Questacon	Canberra
	1	APS4	Media monitoring, marketing and event support for Questacon	Canberra
	1 1 1	EL1 APS6 APS4	Communications and public relations	Small Business Division/bus.gov.au Branch
	1	APS6	Management of website and organisation of design, printing and distribution of material to stakeholders.	Melbourne
	1	EL1	Media and communications work	Canberra

	0.4 3.0 3.5 0.5 0.5 0.5 0.5	EL2 EL1 APS6 EL2 EL1 APS6 APS5	Events Management, Newsletter development, Promotion opportunities, Stakeholder Management, Website management, Case study development, Stakeholder Management	Canberra
	0.8	EL2	Strategic communications and media relations	Canberra
	0.7 0.5	EL1 APS5	Communications and media relations	Canberra
	1.0	EL1	Strategic communications and media relations	Canberra
	1.0	APS6	Communications and media relations	Canberra
	0.6	EL1	Stakeholder engagement and communication management	Melbourne
	1	APS6	Management of website and organisation of design, printing and distribution of material to stakeholders.	Melbourne
<b>AIATSIS</b>	1	EL2	Communication across target audiences, event management and promotions	Canberra
<b>ANSTO</b>	0.6	Band 5	External communications and stakeholder management	Lucas Heights
	1	Band 5	Graphic design	Lucas Heights
<b>ARC</b>	1	EL2	Communications strategy and advice, media management and liaison, ARC internal and external communications strategies and ARC programs communication	Canberra

	1.1	EL1	Communications strategy, advice and support, media management and liaison, ARC internal and external communications strategies, media monitoring, Publications management- internal and external newsletters, web management, event management	Canberra
	1	APS5	Graphic design, event support, communication support, inbox management	Canberra
<b>CSIRO</b>	8	CSOF7-8	Strategic communication and stakeholder engagement, media liaison	Canberra (1), NSW (3), VIC (2), QLD (1), SA (1)
<b>IP Australia</b>	1	EL2	Manage the Communication and Engagement Section	Canberra
	2.4	EL1	Team leader role, strategic communication strategy and delivery, stakeholder engagement, internal communication	Canberra
	0.7	EL1	Team leader role, managing external communication through website content and effective navigation	Canberra
	1.6	APS6	Drafting internal and external communication for various channels (web, email and print), coordination of executive messaging and information packs, event logistic, and stakeholder holder engagement support	Canberra
	0.3	APS4	Publishing internet content	Canberra
	0.3	APS4	Management and publishing internet content	Canberra
<b>TEQSA</b>	0.6	APS5	Communications and events	Melbourne
	1	APS6	Graphic design	Melbourne
	1	EL1	Media, communications and events	Melbourne
	1 0.8	EL1 EL2	Media and communications	Melbourne

<b>CER</b>	1	EL2	Team manager	Canberra
	4	EL1	Communication account management	Canberra
	1	EL1	Online communications manager	Canberra
	1	APS6	Media management	Canberra
	1	APS6	Graphic design	Canberra
	1	APS6	Online communications	Canberra
	1	APS5	Communications support	Canberra
	1	APS5	Internal communications	Canberra

(a) (ii)

<b>Department/Agency</b>	<b>Non-Ongoing staff</b>	<b>Classification</b>	<b>Type of work undertaken</b>	<b>Location</b>
<b>DIICCSRTE</b>	0.3	EL1	Public relations officer – Plan and manage major media events and maintain the AAO's public profile through media releases and related forms of information and, relevant events (e.g. media briefs, press conferences etc)	Sydney
	2	APS4	Communications Strategy	Canberra
	1	EL1	Graphic Design	Canberra
	1	APS6	Graphic Design	Canberra
	3	APS5	Graphic Design	Canberra
	1.0	EL1	Events planning, video projects, social media work for AWWA	Melbourne
	1	APS3	Marketing and tourism strategy implementation support for Questacon	Canberra
<b>AIATSIS</b>	1	APS6	Events coordination and media liaison	Canberra
	1	EL2	Communications strategy	Canberra
<b>ANSTO</b>	1	Band 8	Communications management	Lucas Heights
<b>IP Australia</b>	3	APS6	Drafting internal and external communication for various channels (web, email and print), coordination of executive messaging and information packs, event logistic, and stakeholder holder engagement support	Canberra
<b>CER</b>	1	EL1	Internal Communications	Canberra
	1	APS6	Writer/Editor	Canberra

(a) (iii)

<b>Department/Agency</b>	<b>Contractors</b>	<b>Classification</b>	<b>Type of work undertaken</b>	<b>Location</b>
<b>ANSTO</b>	1	Contracting position	Media management	Lucas Heights

(a) (iv), (v) and (vi)

<b>Department/Agency</b>	<b>Graphic Designers</b>	<b>Media Managers</b>	<b>Organise events</b>
	6.5	3.5	9.5
<b>AIMS</b>	Please refer to AI-153	Please refer to AI-153	Please refer to AI-153
<b>ANSTO</b>	1	1	1
<b>ARC</b>	0.3	0.5	0.5
<b>IP Australia</b>	1.2	0.2	0.2
<b>TEQSA</b>	1	2	2
<b>CER</b>	One	One	Nil

1. No.