

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND
INDIGENOUS AFFAIRS PORTFOLIO
2012-13 Additional Estimates Hearings

Outcome Number: Cross Outcome

Question No: 285

Topic: Communications Staff

Hansard Page: Written

Senator Boyce asked:

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?

Answer:

Role

Staff within FaHCSIA’s Communication and Media Branch provide the following services:

- public relations advice and support to policy and program areas and the offices of our Ministers and Parliamentary Secretaries
- market research
- communication and media strategy development and implementation
- advertising campaign development and implementation
- events management
- information product development, printing, distribution and storage
- maintenance of the Department’s internet and intranet sites
- media liaison and monitoring
- internal communication products and strategy
- corporate communications products
- corporate brand
- speechwriting
- management of the Department’s corporate style guides
- management of the Department’s photo library
- NAIDOC secretariat and national event.

Individual staff are required to provide any number of these services at any one time. There are no designated graphic designers or event staff. There is one Media Manager and 8.6 media officers.

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Staffing

As at 31 January 2013, the Branch had 62.38 FTE, of which 5.6 FTE were non-ongoing. In addition, a further five staff members were on contracts. All staff are located in FaHCSIA National Office in Canberra, with the exception of one staff member in the Northern Territory Office and one staff member in the Victorian State Office.