

Senate Community Affairs Legislation Committee

ADDITIONAL ESTIMATES – 2 MARCH 2017 ANSWER TO QUESTION ON NOTICE

Department of Human Services

Topic: Media and Public Relations

Question reference number: 59 (HS 63)

Senator: Bilyk

Type of question: Written

Date set by the committee for the return of answer: 21 April 2017

Number of pages: 2

Question:

- a) How much has the Department spent on media monitoring since 1 October 2016 (GST inclusive)? Can a list of all Contract Notice IDs for the Austender website in relation to media monitoring contracts please be provided?
- b) How many media or public relations advisers are employed in the Department? At what APS level (e.g. EL2, APS5) is each staff member employed? Can an organisational chart for the relevant area of the Department please be provided? What was the total cost of employing relevant staff in calendar year 2016 (please provide a global figure)?

Answer:

- a) \$102,094.54 GST inclusive (1 October 2016 to 28 February 2017).
One contract – Notice ID CN3402016.

The table below outlines expenditure on media monitoring services (GST inclusive) for the period 1 October to 28 February each year across 2012–17.

	1 Oct 2016 to 28 Feb 2017	1 Oct 2015 to 28 Feb 2016	1 Oct 2014 to 28 Feb 2015	1 Oct 2013 to 28 Feb 2014	1 Oct 2012 to 28 Feb 2013	1 Oct 2011 to 28 Feb 2012
Expenditure	\$102,095	\$103,451	\$105,570	\$43,380*	\$75,377	N/A**

*In 2013/14 the provider had significant invoicing issue which were not rectified until 2014/15. This is why 2013/14 expenditure is low.

**Expenditure on media monitoring for the period 1 October to 28 February for 2011/12 is not available due to the department's integration from multiple separate agencies in 2011, and related financial systems changes.

- b) i) 19.71 Full-Time Equivalent (FTE) media staff were employed by the Department as at 1 March 2017.

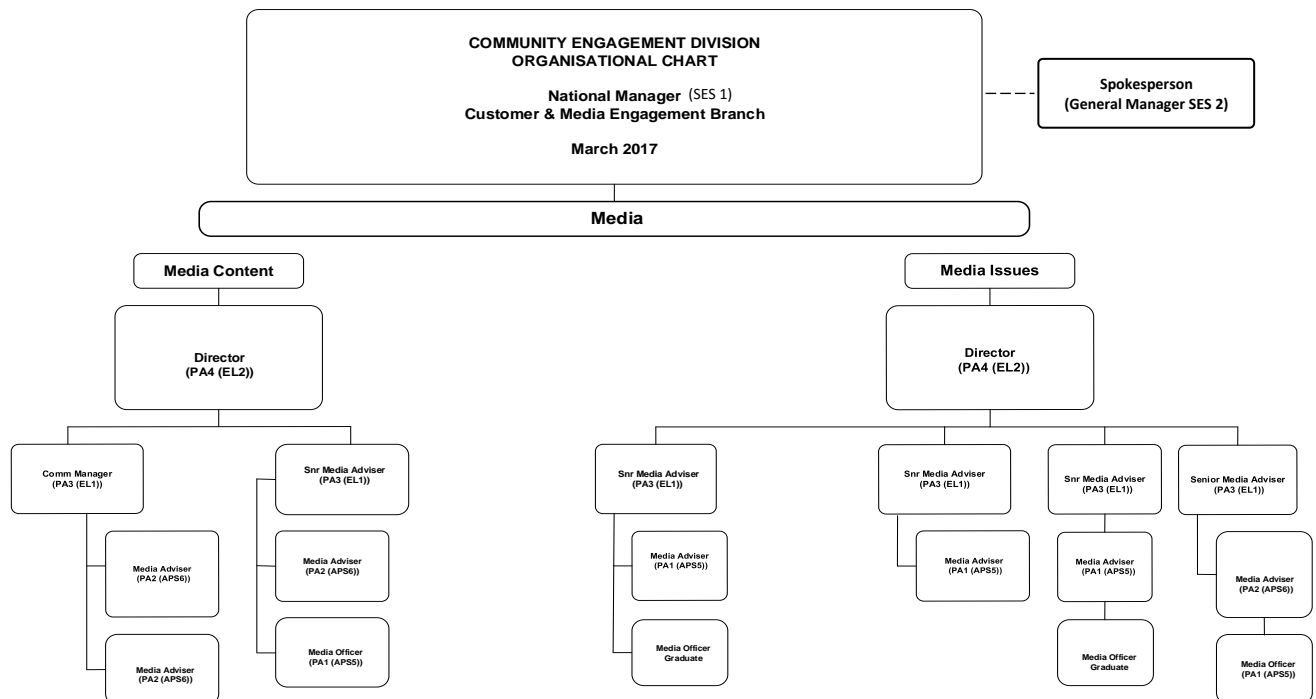
ii) Media staff by APS classification represented as FTE staff as at 1 March 2017:

APS / Public Affairs Classification	FTE
SES 2	0.60
SES 1	1.00
EL2 / PAO4	2.00
EL1 / PAO3	5.40
APS6 / PAO2	4.00
APS5 / PAO1	4.71
Graduates	2.00
TOTAL FTE	19.71

The table below outlines FTE media staff by classification at 1 March each year across 2012–2017.

Classification	1 Mar 2017	1 Mar 2016	1 Mar 2015	1 Mar 2014	1 Mar 2013	1 Mar 2012
SES2	0.60	0.80	1.00	1.00	1.00	1.00
SES1	1.00	1.00	1.00	1.00	1.00	1.00
PAO4 / EL2	2.00	2.00	2.00	2.00	1.00	2.00
PAO3 / EL1	5.40	8.00	7.80	7.00	6.00	11.00
PAO2 / APS6	4.00	7.80	8.00	4.80	7.80	7.79
PAO1 / APS5	4.71	2.00	3.00	6.00	2.00	4.00
Graduates	2.00	2.00	0.00	1.00	1.00	2.00
Total FTE	19.71	23.60	22.80	22.80	19.80	28.79

iii) See organisation chart for media and public relations staff.



iv) Total cost of employing relevant staff in 2016 was \$2,641,873.40.