

Senate Community Affairs Legislation Committee

BUDGET ESTIMATES - 4 JUNE 2013 ANSWER TO QUESTION ON NOTICE

Human Services Portfolio

Topic: Communications Staff

Question reference number: HS 84

Senator: Smith

Type of question: Written

Date set by the committee for the return of answer: 26 July 2013

Number of pages: 3

Question:

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

- a) By Department or agency:
 - 1) How many ongoing staff, the classification, the type of work they undertake and their location.
 - 2) How many non-ongoing staff, their classification, type of work they undertake and their location
 - 3) How many contractors, their classification, type of work they undertake and their location
 - 4) How many are graphic designers?
 - 5) How many are media managers?
 - 6) How many organise events?
- b) 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:

The staff numbers and roles reflect the recent organisational changes to the Communication Division. The Division has an increased focus on media issues management, emergency communication, digital media, executive and internal communication, event support and strategic communication.

a) 1) and 2)

Table 1: Communication Division staff in all public relations, communications and media roles by classification (as at 15 May 2013)

Classification*	Total
SES	2
EL 2 / PAO 4	6
EL 1 / PAO 3	27
APS 6 / PAO 2	29
APS 5 / PAO 1	20
Graduate	2
Total	86

* PAO = Public Affairs Officer.

Table 2: Communication Division staff numbers by role (as at 15 May 2013)

Role	Number
Communication Division Executive	2
Communication Support	9
Digital Media	26
Executive Communication and Ministerial Event Support	7
Media Section	24
People and Enabling Communication	16
Corporate and Strategic Communication	2
Total	86

Table 3: Communication Division staff by category (as at 15 May 2013)

Category	Number
Ongoing Staff	81
Non-ongoing Staff	3
Graduates	2
Total	86

Table 4: Communication Division staff by location (as at 15 May 2013)

Location	Number
Australian Capital Territory	69
Victoria	8
Queensland	2
South Australia	2
Western Australia	2
Tasmania	2
New South Wales	1
Total	86

3) There are no contractors in public relations, communication and media roles in the Department.

- 4) There are seven graphic designers in the Service Delivery Transformation Division.
 - 5) The Department has one Senior Executive Service media manager.
 - 6) Two staff are responsible for the oversight of Departmental events, and a further two staff provide communication and logistical support for the Australian Government Jobs and Skills Expos. Other public affairs officers provide event support, when required.
- b) Yes, the Department of Human Services has a small video production unit.
- The Department produces informational videos to inform and educate the Australian community on the government payments and services it delivers, as well as 'how to' instructional videos to help people access the Department's online services. This information is available through Departmental websites, on YouTube and across the Department's national network of service centres. The Department also produces information and training videos for staff.
- The Department of Social Security established the production studio in 1991.
- The Department of Human Services cannot locate legacy information accurately documenting the set-up cost of this studio.
- The Department cannot breakdown the ongoing cost of the production studio, as general operating costs, including rent and utilities, cover other units not involved in video production activities.
- The unit has five production staff – 4 x EL1 and 1 x APS6. These employees also undertake a range of other public affairs activities.