

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
Social Services Portfolio
2014-15 Budget Estimates Hearings

Outcome Number: Cross Outcome - Across Programs

Question No: 856

Topic: Communications staff

Hansard Page: Written

Senator Ludwig asked:

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

- 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
- d) How many are graphic designers?
- e) How many are media managers?
- f) How many organise events?

Answer:

Department of Social Services

The Department of Social Services' Communication and Media Branch provides the following services:

- 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
- media liaison and monitoring
- internal communication products and strategy
- corporate communications products
- speechwriting
- stakeholder engagement
- graphic design
- management of the Department's editorial style guides
- management of the Department's photo library.

Staffing

On 31 May 2014, the Branch had 40.87 ongoing FTE and one non-ongoing FTE.

The equivalent of 32.52 ongoing staff were SES, Senior Public Affairs, Public Affairs or Executive level officers.

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The equivalent of 8.35 ongoing staff were APS level officers.
The non-ongoing staff member was a Public Affairs Officer.

In addition, a further five staff members were on contracts. All of these staff were located in National Office, Canberra.

Aged Care Commissioner

Nil Input

Aged Care Pricing Commissioner

Nil Input

Australian Aged Care Quality Agency

- a) Three ongoing staff, two at APS 5, one at EL2. Two are employed to edit and publish the Quality Agency's industry magazine, write and manage website content, internal staff communications, social media content, respond to media inquiries, manage publications, and marketing activities in support of industry education programs. The EL2 supervises the two APS5 officers as part of a broader role.
- b) Nil.
- c) Nil.
- d) Nil.
- e) Responding to media enquiries is part of the role of the APS5 officers.
- f) Nil.

Australian Institute of Family Studies

a) and b) 2 ongoing and 2 non-ongoing staff.

c) Contractors

Classification	Type of work	Location
N/A	Media Relations – service delivery on a needs basis	Melbourne

d), e), f)

Number of graphic designers	Number of media managers	Number who organise events
1	Outsourced service (oversighted by EL1 within the .5 time allocation).	- 0.5 EL1 - 0.5 APS5

National Disability Insurance Agency

The NDIA Communications, Engagement and Media Branch had the following staff:

- Three ongoing SES and EL level staff and two ongoing APS level staff
- Four non-ongoing EL level staff and four non-ongoing APS level staff
- One contractor.