

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates Hearings February 2016

Communications Portfolio

National Collecting Institutions

Question No: 181(k)

National Collecting Institutions

Hansard Ref: Written, 19/02/2016

Topic: Communications staff

Senator Ludwig, Joe asked:

National Cultural Institutions

- Australian National Maritime Museum
 - National Film and Sound Archive
 - National Gallery of Australia
 - National Library of Australia
 - National Museum of Australia
 - National Portrait Gallery
 - The Museum of Australian Democracy
1. For all departments and agencies, please provide – in relation to all public relations, communications and media staff – the following:
 2. How many ongoing staff, the classification, the type of work they undertake and their location.
 3. How many non-ongoing staff, their classification, type of work they undertake and their location.
 4. How many contractors, their classification, type of work they undertake and their location
 5. How many are graphic designers?
 6. How many are media managers?
 7. How many organise events?
 8. Have these arrangements changed since the change of Prime Minister on 14 September, 2015? If yes, please detail.

Answer:

Australian National Maritime Museum

1. N/A.
2. Ongoing staff: 2

Classification	Title/Type of Work	Location
Executive Level 1	Public Relations	Sydney
APS Level 5	Public Relations	Sydney

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3. Nil.
4. Nil.
5. Nil.
6. 1.
7. 2.
8. No.

National Film and Sound Archive

1. N/A.
2. Ongoing staff: 10

Classification	Title/Type of work	Location
EL2	Senior Manager	Sydney
EL1	National and Social Media	Sydney
APS6	Online Projects and Curatorial Liaison Officer	Canberra
APS6	Online Editor	Sydney
APS6	Graphic Designer	Canberra
APS6	Teal Leader Web Development and Content	Sydney
APS5	Online Editorial Assistant	Sydney
APS5	Corporate Events and Publicity Coordinator	Canberra
APS4	Media Officer	Canberra
APS4	Content Coordinator	Sydney

3. Non-ongoing staff: 4

Classification	Job title / type of work undertaken	Location
EL1	Web Development Project Manager	Sydney
APS6	Web Development Officer	Sydney
APS6	Team Leader, Content and Migration	Sydney
APS5	Creative Multimedia Producer	Sydney

4. Nil.
5. 1.
6. 1.
7. 1.
8. No.

National Gallery of Australia

1. N/A.

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2. Ongoing staff: 3

Classification	Title/Type of work	Location
EL2	Marketing and communications	Canberra
APS6	Marketing and communications	Canberra
APS4	Marketing and communications	Canberra

3. Nil.

4. 1 (.5 FTE), SES equivalent, duties include marketing, media and communications, located in Canberra.

5. Nil.

6. 1.

7. Nil.

8. Yes. One EL 2 position filled on ongoing basis, reclassification of one EL 1 to NGA 6, one NGA 4 position temporarily vacant.

National Library of Australia

1. N/A.

2. Ongoing staff: 4

Classification	Title/Type of work	Location
APS 6	Media Manager	Canberra
APS 6 x 2	Communications and Marketing Manager	Canberra
APS 5	Communications and Marketing Coordinator	Canberra

3. One non-ongoing staff located in Canberra:

- 1 x APS 5 (Social Media Coordinator)

4. Nil.

5. Nil.

6. 1.

7. Nil.

8. No.

National Museum of Australia

1. N/A.

2. Ongoing staff: 7

Classification	Title/Type of work	Location
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Executive Level 2	See below	Canberra
Executive Level 1 x 2		Canberra
APS 6 x 3		Canberra
APS 3		Canberra

Duties include: Marketing, design, media liaison, strategic communication and crisis communication, social media coordination.

3. One non-ongoing staff located in Canberra:

- 1 x APS5

Duties include: Marketing and communication (0.5FTE of these staff are involved in media liaison and public relations).

4. One APS6 contractor

Duties include: Media liaison

5. 1.

6. 1.

7. Nil.

8. No.

National Portrait Gallery

1. N/A

2. Ongoing staff: 3

Classification	Title/Type of work	Location
Executive Level1	Creative Manager	Canberra
APS6	Assistant Manager Marketing	Canberra
APS5	Marketing & Comms Coordinator	Canberra

3. Non-ongoing staff: 2

Classification	Title/Type of work	Location
EL2	Section Managers	Canberra
APS5	Editorial Assistant	Canberra

4. Nil.

5. 1.

6. 1.

7. Nil.

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8. The following arrangements have changed since 14 September, 2015:

Position classification & title	Change details	Location
APS6 Publications & Merchandise	<ul style="list-style-type: none">• Position made redundant – 22 Sept 2015, duties redistributed	Canberra

The Museum of Australian Democracy

1. N/A.
2. During the period 14 September 2015 to 9 February 2016, Old Parliament House had 0.2 FTE of a PAO and 0.2 FTE of APS5. The marketing and communications unit publicise the acuity of the museum and drive visitation to Old Parliament House. They are based in Canberra.
3. Nil.
4. Nil.
5. Nil.
6. Nil.
7. Nil.
8. No.