

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

26 February 2014

Question: AET 2015

Topic: Communications staff (ACNC)

Written: 5/03/2014

Senator LUDWIG asked:

1. 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:

1. Per the response to question 2040-2041, ACNC communication staff as at 28 February 2014 consisted of:

- a) The ACNC has six ongoing communications staff.
 - The classification breakdown is one EL2, one EL1 and four APS6 (of which one APS6 is on long term leave).
 - Communications staff at the ACNC are responsible for planning and implementing communication activities to inform Australia's 60,000 registered charities of their legal obligations. This includes the requirement to submit an Annual Information Statement, and to update their information via the ACNC Charity Portal. The ACNC communications staff also work to educate the public about the benefits of the ACNC Register, Australia's first online database of registered charities, as well as working with other stakeholder groups such as professional advisers in supporting and sustaining the charitable sector.

Specific roles and activities undertaken by ACNC Communication staff include: development and implementation of communication strategies, website content development, website and charity portal content publishing and maintenance including accessibility requirements and useability, media relations, social media publishing and management, event

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management, stakeholder engagement and management, internal communications including the management of an intranet, design and publication of education materials including print production management, management of communication campaigns, and multimedia production and publishing. The ACNC communications directorate is also responsible for government relations, including the preparation of Senate Estimates briefings, Questions on Notice, Ministerial correspondence, Question Time Briefs, and liaison with other agencies such as the Australian Taxation Office.

- All ACNC communication staff are based in the ACNC's office in Docklands, Victoria.

b) The ACNC had one additional non-ongoing staff member. This staff member has since left the ACNC.

- The non-ongoing staff member was an APS6.
- The non-ongoing staff member's role was that of the permanent staff members listed above.
- The non-ongoing staff member was also located in the ACNC's office in Docklands, Victoria.

c) At 5 March 2013 the ACNC did not employ any contractors as communications staff.

d) One ACNC communications staff member undertakes minor graphic design work on an ad-hoc basis. This staff member is not solely employed as graphic designer. This activity would account for 10-20% of their work.

e) Three ACNC communications staff undertake media management as required, but are not solely employed as media managers. This activity would account for 10-20% of their work.

f) Three ACNC communications staff organise events on an ad-hoc basis, but are not solely employed as event managers. This activity would account for 5-10% of their work.