

Senate Standing Committee on Education and Employment

**QUESTIONS ON NOTICE
Supplementary Budget Estimates 2013-2014**

Cross Portfolio

Department of Employment Question No. EM0057_14

Senator Ludwig provided in writing.

Question

Communications Staff

1. For all departments and agencies, please provide – in relation to all public relations, communications and media staff – the following: By Department or : 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? 2. 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

Communications activities have been provided as a shared service to the new Department of Education and Department of Employment since 18 September 2013.

As at 30 November 2013, the Department of Education and the Department of Employment (formerly the Department of Education, Employment and Workplace Relations) had a combined total of 67 ongoing staff, nil non-ongoing staff and nil contractors. Staff provide a range of marketing, communication strategy, media relations, event co-ordination, and graphic design services to the Ministers and the departments.

Of these, there are 10 graphic designers, 14 staff attached to the media and speechwriting unit and 9 staff who co-ordinate events.

The department has an in-house theatre that is used for staff and stakeholder presentations. It holds 185 people and has live streaming capability. The theatre was incorporated into the design of the department's new National Office at 50 Marcus Clarke Street which opened in late 2010. The theatre is managed by the department's audio-visual staff and is made available as a whole-of-government facility for external hire when not required for departmental events. This has assisted in funding the ongoing costs of the theatre. The department monitors the cost of sourcing audio-visual services from private industry and estimates it has saved over \$3.5 million since January 2011 in not having to outsource venues and audio-visual equipment for events, and in not having to outsource video production. Travel costs have also been minimised because of the theatre's live streaming capacity and the cost of conducting lived streamed events externally to the theatre has been significantly reduced due to the ability of the audio-visual team to conduct these. Income during this period has totalled \$277,471.40.

The audiovisual team consists of 13 staff members whose classifications are as follows: 1 x EL2, 3 x EL1, 4 x APS6, 1 x APS5, 1 x APS4, 2 x APS3 and 1 x Graduate. Since January 2011, this team has conducted over 500 events for the department and created almost 500 video productions. In addition to the savings which can be directly quantified are savings generated through the ability to flexibly plan and produce multiple small scale audiovisual productions in-house in response to the department's changing needs.

The following agencies have provided information below and at Attachment A:

Department of Employment

Comcare
Fair Work Building and Construction (FWBC)
Fair Work Commission (FWC)
Fair Work Ombudsman (FWO)
Safe Work Australia (SWA)
Workplace Gender Equality Agency (WGEA)

Comcare

Staff provide a range of communication strategy development, media relations, marketing and campaigns, internal/external communications, speechwriting and event management services. There is one graphic designer, two media managers and five staff who manage events. There are no independent media studios.

Fair Work Building & Construction

Staff undertake a range of media, public relations and parliamentary related tasks. There are no graphic designers, one media manager whose role involves other work and no staff specifically assigned to organising events. There are no independent media studios.

Fair Work Commission

Staff undertake a range of media relations, strategic communications, marketing, speechwriting, and events management services. There are no staff specifically designated only to graphic design, media management or events management. There are no independent media studios.

Fair Work Ombudsman

Staff undertake a range of duties including strategic communications, industry education, social media and Gov 2.0, sponsorship, event management, consultation and community engagement, digital and internal communications. There are no graphic designers, one media manager and no dedicated events management staff, although staff contribute to events management when required. There are no independent media studios.

Safe Work Australia

Staff undertake a range of activities including strategic communications, online editing and publishing events and media management. There is one graphic designer (non-ongoing), no specific media managers and three staff have event coordination as part of their duties as required. There are no independent media studios.

Workplace Gender Equality Agency

Staff provide a range of communications and partnership management activities including media online strategy and implementation services. There are no graphic designers, media managers or events staff. There are no independent media studios.