

Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Innovation, Science, Research and Tertiary Education Portfolio
Additional Estimates Hearing 2012-13
13 February 2013

AGENCY/DEPARTMENT: DEPARTMENT OF INDUSTRY, INNOVATION, SCIENCE, RESEARCH AND TERTIARY EDUCATION

TOPIC: Communications Staff

REFERENCE: Written Question – Senator Bushby

QUESTION No.: AI-153

1. For all departments and agencies, please provide – in relation to all public relations, communications and media staff – the following:
 - a. By Department or Agency:
 - i. How many ongoing staff, the classification, the type of work they undertake and their location;
 - ii. How many non-ongoing staff, their classification, type of work they undertake and their location;
 - iii. How many contractors, their classification, type of work they undertake and their location;
 - iv. How many are graphic designers?
 - v. How many are media managers?
 - vi. How many organise events?
2. Do any departments/agencies have independent media studios? If yes, why? When were they established? What is the set up cost? What is the ongoing cost? How many staff work there and what are their classifications?

ANSWER

1. Details on public relations, communications and media staff are in the following tables.

(a) (i)

Department/Agency	Ongoing staff	Classification	Type of work undertaken	Location
DIISRTE	0.4	EL2	Promote, organise and conduct education and community outreach activities including lectures, media interviews, school and university visits.	Sydney
	1	EL1	Media and communications work for AWPA	Canberra
	2	EL2	Communications strategy development and delivery, campaign activity, advertising.	Canberra
	4.8	EL1	Communications strategy development and delivery, events, sponsorship, editorial and writing, campaign activity	Canberra
	5	APS6	Creative work and design, social media, events, sponsorship, operational delivery	Canberra
	0.4	EL1	Marketing and communications strategy, media releases and enquiries, ministerial requests for input to speeches, talking points and briefs.	Canberra
	0.5	APS6	Design, branding guidelines, advertisements, collateral production and distribution.	Canberra
	0.5	APS5	Media clips, social media activity, input to strategy, client journeys and collateral production.	Canberra
	1 1 1	EL1 PA03 APS6	Media and communication for the Commercialisation Australia program.	Canberra
	0.82 2 1 0.67	SPAO2 PAO3 PAO2 APS6	Public awareness and community engagement across information, education and public engagement in relation to enabling technologies.	Canberra
	0.73	PA03	Media and communication for the Precincts program.	Canberra

	1 1	EL1 APS6	Communication for the Australia Awards (Endeavour Scholarships) program including marketing, promotion, event management and strategy development to position and profile the Awards.	Canberra
	0.6	EL2	Stakeholder engagement, events, communications and marketing	Canberra
	1	EL1	Media releases, events management support, stakeholder engagement, communications and marketing.	Canberra
	0.6	EL1	Stakeholder engagement and communication management.	Melbourne
	1	APS6	Management of website and organisation of design, printing and distribution of material to stakeholders.	Melbourne
	1	EL1	Media and communications including science engagement	NSW
	0.9	EL2	Media and communications.	Canberra and NSW
	0.1	APS6	Communications activities.	NSW
	1	EL1	Questacon Team leader - marketing, brand management, communication, media, tourism, event management, social media and strategy development for the Questacon – The National Science and Technology Centre.	Canberra
	1	APS6	Media, public relations, communications and event management for Questacon.	Canberra
	1	APS6	Brand development and management, tourism, advertising, marketing, social media and event management for Questacon.	Canberra
	1	APS4	Media monitoring, marketing and event support for Questacon.	Canberra
	0.8 1	EL2 EL1	Strategic communications and media relations	Canberra

	0.7 0.5 1.0	EL1 APS5 APS6	Communications and media relations	Canberra
	0.4 3.0 3.5 0.5 0.5 0.5 0.5	EL2 EL1 APS6 EL2 EL1 APS6 APS5	Events Management Newsletter development Promotion opportunities Stakeholder Management Website management. Case study development Stakeholder Management.	Canberra
	1 2 2 1	EL2 EL1 PAO3 APS3	Media and Speechwriting	Canberra
	1 2 2 1	EL2 EL1 APS6 PAO3	Communications Strategy	Canberra
	1 4 2 1	EL2 EL1 APS6 APS5	Stakeholder and Events Management	Canberra
	1	SESB1	Communications and Media	Canberra
	1	PAO3	Graphic Design	Canberra
AIATSIS	1	EL2	Media and Communications	Canberra
AIMS	3	AOF 3 to 5	Publications, media and public affairs	Queensland
ANSTO	0.6	Band 5	External communications and stakeholder management.	Lucas Heights
	1	Band 5	Graphic design	Lucas Heights

ARC	1	EL2	Communications strategy and advice, media management and liaison, ARC internal and external communications strategies and ARC programs communication	Canberra
	1.1	EL1 (part time)	Communications strategy and advice Media management and liaison ARC internal and external communications strategies ARC Programs communication Media monitoring Publications management- internal and external Newsletters Advertising Event management	Canberra
	1	APS5	Graphic design Event support Inbox management	Canberra
ASQA	1	EL 1	Internal communications	Melbourne
	1	APS 6	External communications and stakeholder Engagement.	Melbourne
	1	APS 5	External communications and stakeholders.	Melbourne
CSIRO	8	CSOF 7-8	Strategic communications and stakeholder engagement, media liaison.	Canberra (2), NSW (2), VIC (2), QLD (1), SA (1).
IP Australia	1	EL2	Manage the Communication and Engagement Section.	Canberra
	2.4	EL1	Team leader role, strategic communication strategy and delivery, stakeholder engagement, internal communication.	Canberra

	3	APS6	Drafting communication for various channels (web, email and print), coordination of executive information packs, event logistic and internal communication.	Canberra
TEQSA	1	EL2	Media and Communications	Melbourne
	2	EL1		
	0.6	APS5	Communications	Melbourne
	0.7	APS4	Events Management	Melbourne
	1	APS6	Graphic Designer	Melbourne

(a) (ii)

Department/Agency	Non-Ongoing staff	Classification	Type of work undertaken	Location
DIISRTE	0.3	EL1	Public relations officer – Plan and manage major media events and maintain the AAO's public profile through media releases and related forms of information and, relevant events (e.g. media briefs, press conferences	Sydney
	1	EL1	Events planning, video projects, social media work for Australian Workforce and Productivity Agency	Melbourne
	2	EL1	Media and Speechwriting	Canberra
	1	EL1	Communications Strategy	Canberra
	1	APS4		
	1	APS6	Graphic Design	Canberra
	1	APS5		
1	EL1	Graphic Design Manager	Canberra	

	1	APS3	Marketing and tourism strategy implementation support for Questacon.	Canberra
AIATSIS	1	EL1	Speechwriting, website maintenance, media management, media monitoring, publication production.	Canberra
AIMS	1	AOF4	Writing and Media	Queensland
ANSTO	1	Band 8	Communications Management	Lucas Heights
ASQA	1	EL 2	Media relations and issues management.	Brisbane
	1	APS 6	External communications and stakeholder Engagement.	Melbourne
IP Australia	2	APS6	Stakeholder engagement support and writing capability – drafting case studies and editorial.	Canberra

(a) (iii)

Department/Agency	Contractors	Classification	Type of work undertaken	Location
ANSTO	1	Contracting position	Media management	Lucas Heights
ARC	1	EL1	Publications - external Newsletter Research outcomes article writing.	Canberra
ASQA	1	APS 5	External communications and stakeholder engagement.	Melbourne

(a) (iv), (v) and (vi)

Department/Agency	Graphic Designers*	Media Managers*	Organise events*
DIISRTE	5.5	2	5.4
ANSTO	1	1	1
ARC	0	2	0
CSIRO	0	1	0

IP Australia	N/A	0.2 (APS6)	0.2 (APS6)
TEQSA	1	2	1.7

* These positions are not additional positions and are included in tables provided for a (i) and a (ii) above.

2. No.