

**Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
Industry, Innovation, Science, Research and Tertiary Education Portfolio  
Supplementary Budget Estimates Hearing 2012-13  
17 October 2012

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

**TOPIC:** Staff

**REFERENCE:** Written Question – Senator Bushby

**QUESTION No.:** SI-193

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.

**ANSWER**

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           | 0.3                       | EL2                           | Promote, organise and conduct education and community outreach activities including lectures, media interviews, school and university visits etc                                                                                                                                                                                      | Sydney           |
|                   | 1<br>1<br>0.73            | EL1<br>PA03<br>APS6           | Media and communication for the Commercialisation Australia program                                                                                                                                                                                                                                                                   | Canberra         |
|                   | 0.82<br>2<br>0.83<br>0.67 | SPAO2<br>PAO3<br>PAO2<br>APS6 | Public awareness and community engagement across information, education and public engagement in relation to enabling technologies                                                                                                                                                                                                    | Canberra         |
|                   | 1                         | EL1                           | Drafting of media releases, responding to media enquiries, drafting of talking points, stakeholder communication, communication to external stakeholders                                                                                                                                                                              | Canberra         |
|                   | 1                         | EL1                           | Communication duties for the Australia Award - Endeavour Awards scholarship program, including marketing and promotion of the Awards including media, event management, management of web content, publications and collateral, strategy development to position and profile the Awards and briefing and speech requests as required. | Canberra         |
|                   | 1                         | EL1                           | Media and communications including science engagement.                                                                                                                                                                                                                                                                                | NSW              |
|                   | 0.9                       | EL2                           | Media and communications.                                                                                                                                                                                                                                                                                                             | Canberra and NSW |
|                   | 0.1                       | APS6                          | Communications activities.                                                                                                                                                                                                                                                                                                            | NSW              |
|                   | 0.8<br>1                  | EL2<br>EL1                    | Strategic communications and media relations                                                                                                                                                                                                                                                                                          | Canberra         |

|  |                 |                     |                                                                                                                                            |           |
|--|-----------------|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------|-----------|
|  | 0.7<br>1<br>0.5 | EL1<br>APS6<br>APS5 | Communications and media relations                                                                                                         | Canberra  |
|  | 1               | EL1                 | Communications, public relations, marketing, media and events                                                                              | Canberra  |
|  | 0.5             | APS6                | Media, communications and public relations                                                                                                 | 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               | EL1                 | Media release formatting, advice and release, events management support, stakeholder engagement, communications and marketing              | Canberra  |
|  |                 |                     |                                                                                                                                            |           |
|  | 2               | EL2                 | Communications strategy                                                                                                                    | Canberra  |
|  | 1               | PAO3                | Communications strategy and editorial                                                                                                      | Canberra  |
|  | 5.8             | EL1                 | Communications strategy, editorial, events management, online marketing, social media, sponsorship                                         | Canberra  |
|  | 4               | APS6                | Communications, events management, social media, sponsorships                                                                              | Canberra  |
|  | 0.5             | APS6                | Management of social media networks, communications and marketing                                                                          | Canberra  |
|  | 1               | EL1                 | Stakeholder engagement and communication management                                                                                        | Melbourne |
|  | 1<br>6<br>2     | EL2<br>EL1<br>APS6  | Management of website and organisation of design, printing and distribution of promotional material to stakeholders                        | Canberra  |

|                     |     |                 |                                                                                                                                                      |                                      |
|---------------------|-----|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|
|                     | 1   | EL1             | Media and speechwriting                                                                                                                              | Canberra                             |
|                     | 1   | PAO3            |                                                                                                                                                      |                                      |
|                     | 1   | APS3            |                                                                                                                                                      |                                      |
|                     | 1   | EL2             | Communications strategy                                                                                                                              | Canberra                             |
|                     | 1   | EL1             |                                                                                                                                                      |                                      |
|                     | 3   | APS6            |                                                                                                                                                      |                                      |
|                     | 1   | PA03            |                                                                                                                                                      |                                      |
|                     | 2.8 | EL1             | Stakeholder and events management                                                                                                                    | Canberra                             |
|                     | 2   | APS6            |                                                                                                                                                      |                                      |
|                     | 1   | APS5            |                                                                                                                                                      |                                      |
|                     | 1   | SESB1           | Communications and media                                                                                                                             | Canberra                             |
| <b>AIATSIS</b>      | 1   | EL2             | Media and communications                                                                                                                             | Canberra                             |
| <b>AIMS</b>         | 3   | AOF 3 to 5      | Publications, media and public affairs                                                                                                               | QLD                                  |
| <b>ARC</b>          | 1   | EL2             | Communications strategy and advice, media management and liaison, ARC internal and external communications strategies and ARC programs communication | Canberra                             |
|                     | 2   | EL1 (part time) | Media liaison, media monitoring, publications management- internal and external, newsletters, advertising and event management                       | Canberra                             |
|                     | 1   | APS5            | Graphic design, event support and inbox management                                                                                                   | Canberra                             |
| <b>ASQA</b>         | 1   | EL1             | Internal communications                                                                                                                              | Melbourne                            |
|                     | 1   | APS6            | External communications and stakeholder engagement                                                                                                   | Melbourne                            |
|                     | 1   | APS5            |                                                                                                                                                      |                                      |
| <b>CSIRO</b>        | 7   | CSOF 7-8        | Strategic communications and stakeholder engagement, media liaison                                                                                   | Canberra (2), NSW (2), VIC, QLD, SA. |
| <b>IP Australia</b> | 1   | EL2             | Manage the Communication and Engagement Section                                                                                                      | Canberra                             |

|       |     |      |                                                                                                                                                                  |           |
|-------|-----|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
|       | 4   | EL1  | Team leader role, strategic communication strategy and delivery, stakeholder engagement, internal communication and media management                             | Canberra  |
|       | 2   | APS6 | Drafting information for various communication channels (web and print), coordination of executive information packs, event logistics and internal communication | Canberra  |
| TEQSA | 1   | EL2  | Media and communications                                                                                                                                         | Melbourne |
|       | 2   | EL1  |                                                                                                                                                                  |           |
|       | 0.6 | APS5 | Communications                                                                                                                                                   | Melbourne |
|       | 1   | APS4 | Events Management                                                                                                                                                | Melbourne |

(a) (ii)

| Department/Agency | Non-ongoing staff | Classification | Type of work undertaken                                                                                                                                                                           | Location  |
|-------------------|-------------------|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| DIISRTE           | 0.2               | EL1            | 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 etc). | Sydney    |
|                   | 1                 | EL1            | Undertake website maintenance, oversee design and publication work and provide communications and media support for the agency                                                                    | Melbourne |
|                   | 1                 | APS5           | Event management                                                                                                                                                                                  | Canberra  |
|                   | 2.6<br>1          | EL1<br>PAO3    | Media and speechwriting                                                                                                                                                                           | Canberra  |
|                   | 1<br>1            | EL1<br>APS4    | Communications strategy                                                                                                                                                                           | Canberra  |

|                     |   |        |                                                                                                 |               |
|---------------------|---|--------|-------------------------------------------------------------------------------------------------|---------------|
|                     | 1 | APS4   | Stakeholder and events management                                                               | Canberra      |
| <b>AIATSIS</b>      | 1 | EL1    | Speechwriting, website maintenance, media management, media monitoring, publication production. | Canberra      |
| <b>IP Australia</b> | 1 | APS6   | Stakeholder engagement support                                                                  | Canberra      |
| <b>ANSTO</b>        | 1 | Band 7 | Communications management                                                                       | Lucas Heights |
| <b>AIMS</b>         | 1 | AOF 4  | Writing and media                                                                               | QLD           |
| <b>ASQA</b>         | 1 | EL2    | Media engagement and management                                                                 | Brisbane      |

(a) (iii)

| <b>Department/Agency</b> | <b>Contractors</b> | <b>Classification</b> | <b>Type of work undertaken</b>                     | <b>Location</b> |
|--------------------------|--------------------|-----------------------|----------------------------------------------------|-----------------|
| <b>IP Australia</b>      | 1                  | APS6                  | Writing – drafting case studies and editorial      | Canberra        |
| <b>ANSTO</b>             | 1                  | Contracting position  | Media                                              | Lucas Heights   |
| <b>ASQA</b>              | 2                  | APS5                  | External communications and stakeholder engagement | Melbourne       |