

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio

Supplementary Budget Estimates

18 October 2012

Question: SR66**Topic: Media and Communications Staff****Proof Hansard Page: Written****Senator Bushby asked:**

1. For all departments and agencies, please provide - in relation to all public relations, communications and media staff - the following:

By Department or agency:

- 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

Answer:***The Department & Australian Renewable Energy Agency***

1. a) As at 31 October 2012 the department had the below listed public relations, communications and media staff:

| Ongoing Staff | Classification | Type of work | Location |
|---------------|---|--|----------|
| 5 | EL2 x 1 EL1 x 2 APS6 x 1 APS 5 x 2 | Speech & Media Release writing, graphic design, printing & publications, communication strategies, media enquiries | Canberra |

- b) There were no non-ongoing staff employed in these roles.
- c) There were no contractors employed in these roles.

Geoscience Australia

1. a) Geoscience Australia employed the following public relations, communications and media staff:

| Ongoing Staff | Classification | Type of work | Location |
|---------------|----------------|---|----------|
| 0.5 | EL2 | Leadership and management of communications functions | Canberra |
| 1 | EL1 | Internal communications coordination | Canberra |
| 1 | EL1 | Science communication | Canberra |
| 1 | EL1 | Geoscience education | Canberra |
| 3 | APS6 | Media engagement | Canberra |
| 1 | APS6 | Geoscience education | Canberra |
| 1 | APS5 | Geoscience education | Canberra |

b) There is one non-ongoing staff member:

| Ongoing Staff | Classification | Type of work | Location |
|---------------|----------------|--------------------------------------|----------|
| 1 | APS6 | Internal communications coordination | Canberra |

c) There were no contractors employed in these roles.

Tourism Australia

Tourism Australia employs 10 Sydney based communications and corporate affairs staff who are responsible for managing Tourism Australia's corporate reputation and key stakeholder relationships, including government relations, media relations and public affairs and industry and internal communications.

There are 4 ongoing staff (1 x Band 4; 1 x Band 3; 1 x Band 2; 1 x Band 1) and 6 non-ongoing staff (1 x Band 7; 3 x Band 4; 2 x Band 2)

Tourism Australia employs 12 Sydney based Public Relations staff. They generate motivational stories delivered through global media channels and a network of influential advocates. The team works in close collaboration with state and territory tourism organisations, Australian tourism operators and Tourism Australia's global public relations network. The team manages media relations and the International Media Hosting Program, Tourism Australia's Facebook and Twitter, the Friends of Australia program, media websites and the Cooperative Broadcast Program.

There are 9 ongoing staff (3 x Band 4; 1 x Band 3; 4 x Band 2; 1 x Band 1) and 3 non-ongoing staff (1 x Band 5; 1 x Band 4; 1 x Band 2).

Tourism Australia employs 12 ongoing Regional Public Relations staff who are responsible for developing and implementing public relations programs that underpin Tourism Australia's brand positioning and marketing activities in the region and managing issues that may affect Tourism Australia's reputation. They also work with aligned Australian Government Agencies to monitor issues that may impact Australia's reputation as a leisure or business events destination.

They are based as follows: 1 x Band 3 and 1 x Band 2 in Los Angeles; 1 x Band 3 in Frankfurt; 1 x Band 3 in Tokyo; 1 x Band 3 in Seoul; 1 x Band 3 in Mumbai; 1 x Band 3 in Kuala Lumpur; 1 x Band 3 in Singapore and 1 x Band 4 and 2 x Band 2 in London.

National Offshore Petroleum Safety and Environmental Management Authority

The National Offshore Petroleum Safety and Environmental Management Authority (NOPSEMA) has two ongoing media and communications staff:

- 1 APS6, Perth – media monitoring and liaison, coordination and editing of publications
- 1 EL2 - Manage stakeholder relations, manage editing of publications, media liaison, communications strategy.

Currently, there are two contracted staff nominally at the APS4/5 level in Perth for website and intranet development, events coordination, and coordination of publications.

Australian Solar Institute

The Australian Solar Institute has one APS6 equivalent communications and marketing officer and one short-term APS6 equivalent communications and marketing support contractor.