

**Senate Standing Committee on Education Employment and Workplace Relations**

**QUESTIONS ON NOTICE  
Additional Estimates 2012-2013**

**Cross Portfolio**

**DEEWR Question No. EW0824\_13**

**Senator Back provided in writing.**

**Question**

**Public Relations, Communications and Media Staff**

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 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**

As at April 2013, the Department of Education, Employment and Workplace Relations had 62 on-going staff, 1 non-on-ongoing staff and nil contractors working in communication related positions. Staff provide a range of marketing, communication strategy, media relations, event coordination and graphic design services to the Ministers and the department.

Of these staff, there are 7 graphic designers, 11 staff attached to the media and speechwriting unit, and 8 staff who manage events. Further information is provided at Attachment A.

The Department's National Office has an in-house theatre which is used for staff and stakeholder presentations. It holds 185 people and has live streaming capability. The theatre was part of the design of the Department's new building at 50 Marcus Clark Street which was commissioned in 2007, with establishment costs for the theatre of approximately \$2.3 million. The theatre is supported by a team of 11 staff (1 x EL2, 3 x EL1 and 7 APS3 to APS6), who also work on external events and audio-visual projects for the department. Since January the team has managed more than 500 events for the department, in addition to producing almost 500 video productions. Estimated savings from not having to outsource this work over this period is around \$3.1 million.

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

- Fair Work Building and Construction (FWBC)
- Fair Work Ombudsman (FWO)
- Fair Work Commission (FWC)
- Safe Work Australia (SWA)
- Australian Institute for Teaching & School Leadership (AITSL)
- Australian Curriculum, Assessment & Reporting Authority (ACARA)
- Comcare

*Fair Work Building & Construction has provided the following response:*

Staff provide a range of marketing, communication strategy, media relations and event coordination services. There are no graphic designers, two media advisers (one part-time), although all staff may be called upon to manage events and there are no independent media studios.

*The Fair Work Ombudsman has provided the following response:*

Staff provide a range of marketing, communication strategy, media relations and event coordination services. There are no graphic designers, two media managers, although all staff may be called upon to manage events and there are no independent media studios. Contractor ceases 5/4/2013.

*Fair Work Commission has provided the following response:*

Two part time staff provide a range of marketing, communication strategy, media relations and event coordination services. The APS 6 position is a back up to the EL2 position. There are no graphic designers, no specific media managers and no specific events organisers. There are no independent media studios.

*Safe Work Australia has provided the following response:*

Staff provide a range of marketing, communication strategy, media relations and event coordination services. There are two graphic designers, no specific media managers, although staff may be called upon to manage events and there are no independent media studios.

*Australian Institute for Teaching & School Leadership provided the following response:*

Staff undertake a range of communications and media duties. There are no graphic designers or media managers; two staff organise events. There are no independent media studios.

*Australian Curriculum, Assessment & Reporting Authority provided the following response:*

Staff provide a range of marketing, communication strategy, media relations and event coordination services. There are no graphic designers, no specific media managers, all staff may be called upon to manage events and there are no independent media studios.

*Comcare has provided the following response:*

Staff provide a range of marketing, communication strategy, media relations and event coordination services. There is one graphic designer, one media manager and four staff who organize events. There are no independent media studios.

Staffing		Melbourne	Sydney	Adelaide	Cairns	Canberra	Perth
DEEWR	Ongoing SES Band 1					2	
	Executive Level					34	
	APS4 - APS6					25	
	Non-ongoing Executive Level						
	APS4 – APS6					1	
FWBC	Ongoing SES Band 1		1				
	Executive Level	1	2				
	APS4 - APS6	7					
	Non-Ongoing SES Band 1						
	Executive Level						
	APS4 - APS6	1					
	Contractor	1					
FWO	Ongoing SES Band 1	1					
	Executive Level	3	3	1			1
	APS4 - APS6	3	2	1			
	Non-Ongoing SES Band 1						
	Executive Level						
	APS4 - APS6	2					
	Contractor	1					
FWC	Ongoing SES Band 1						
	Executive Level	1 (0.8FTE)					
	APS4 - APS6	1 (0.2FTE)					

## Attachment A (cont.)

Staffing		Melbourne	Sydney	Adelaide	Cairns	Canberra	Perth
SWA	Ongoing SES Band 1						
	Executive Level					3	
	APS4 - APS6					2	
	Non-Ongoing SES Band 1						
	Executive Level						
	APS4 - APS6					2	
AITSL	Ongoing SES Band 1						
	Executive Level	3					
	APS4 - APS6	1					
ACARA	Ongoing SES Band 1						
	Executive Level		3				
	APS4 - APS6		2				
Comcare	Ongoing SES Band 1						
	Executive Level	1				5	
	APS4 - APS6	1				12	
	Contractor					1	