

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of Regional Australia, Regional Development and Local Government

Supplementary Budget Estimates 17-20 October 2011

Question: 188

Topic: Communications Staff

Asked By: Senator RYAN

Type of Question: Written

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How many communications people are there in each of your departments and agencies?

List their classification, position description, services they provide to Ministers and/or Parliamentary Secretaries and any guidelines they must adhere to.

Answer:

The Department has a Strategic Communications Branch. The structure of the Branch and associated duties are below.

Communication specific guidelines that must be adhere to include *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* (issued by the Department of Finance and Deregulation) and the Departmental style guide.

CLASSIFICATION	DUTIES
SES	Coordinate the development and delivery of a strategic framework to support the delivery of communications and engagement in the Department, relationship management, stakeholder engagement at the Executive level, strategic communications advice on government information campaigns on cross portfolio matters.

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EL2	Whole of portfolio communications, communication strategy, market research, branding and crisis management.
Acting EL2	Ministerial speechwriting, strategic media engagement and issues management, oversee media liaison and events management, contract management and relationship management.
EL1	Internal and strategic communications activities, governance, advertising, coordinate sponsorship policy, parliamentary activities such as QON's and briefs.
EL1	Project manage website redevelopment, website strategy and internal communications activities.
APS 6	Coordinate event briefings and event logistics.
APS 6	Manage and coordinate website content management, website redevelopment, and internal communications activities.
APS 6	Manage and coordinate technical website issues, website redevelopment.
Acting APS 5	Coordinate event briefings, assist with event logistics.
Acting APS 6	Assist with contract management, strategic media engagement, issues management, ministerial speechwriting, media liaison.
APS 5	Develop and manage images library, best practice design services and assist with brand management.

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In addition to the communications branch, the following staff are also dedicated to communications functions:

EL1 myregion Communication and Stakeholder Engagement Manager	Lead a small team managing the content, social media and stakeholder engagement of the myregion website (www.myregion.gov.au), development and implementation of a communication and stakeholder engagement strategy, designing and maintaining content, stakeholder engagement policy and managing the day-to-day content operation of myregion.
APS 6 Senior myregion Website Content and Moderation Officer	Writing and editing content for online publishing, developing stakeholder relationships to build brand awareness and engagement and enhance content, managing and moderating myregion user submitted content including blogs and community forums; and monitoring and tracking online activity and feedback.
APS 6 Senior myregion Communications Officer	Stakeholder engagement across local agencies and community organisations, and Commonwealth and state agencies, development project management, liaison with stakeholders on data, content and reporting needs, development of project documentation (policy and governance) and authoring and editing support documents.

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APS 5 myregion Moderation Officer	Moderating myregion content including user submitted blogs and community forums, writing and editing content for online publishing, scheduling and organising content feeds, liaising with stakeholders to keep myregion content up to date, creating and monitoring myregion's social media channels including a Facebook page and Twitter account, build brand awareness and engagement, management of data collection and monitoring tools, and tracking online activity and feedback.
EL 1 National Disaster Recovery Taskforce	Specialised communications, support to the Minister, speeches etc in relation to the Taskforce.
EL 1 Constitutional Recognition of Local Government	Communications in Constitutional Recognition of Local Government. Including specialised Communications. The role is part of the Secretariat within the Department that supports an Expert Panel on Constitutional Recognition of Local Government that operates independently from the Department and Government.