

SENATE STANDING COMMITTEE ON LEGAL AND CONSTITUTIONAL AFFAIRS
ATTORNEY-GENERAL'S DEPARTMENT

Portfolio

Question No. 137

Senator Humphries asked the following question at the hearing on 12 February 2013:

Communications staff

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.
 - d) How many are graphic designers?
 - e) How many are media managers?
 - f) 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?

The answer to the honourable senator's question is as follows:

Australian Government Solicitor (AGS) is a government business enterprise operating on a commercial and competitive basis in providing legal and related services to government and its agencies. AGS does not receive any Budget or other appropriations and its employees are engaged outside of the *Public Service Act 1999*. The question is therefore not applicable to AGS.

Please see table below for other responses.

1. a)-f)

Agency	Number of ongoing staff, their classifications, the type of work they undertake and their locations	Number of non-ongoing staff, their classifications, the type of work they undertake and their locations	Number of contractors, their classifications, the type of work they undertake and their locations	Number of graphic designers	Number of media managers	Number of event organisers
Attorney-General's Department	<p>11.5</p> <p>SESB1 x 0.5 (note this position oversees other areas)</p> <p>EL2 x 2</p> <p>EL1 x 6</p> <p>APS5-6 x 2</p> <p>APS4 x 1</p> <p>Managing media enquiries, talking points, Crisis communication and coordination support, preparation of media briefings, compiling media clips, managing the Australian Associated Press contract for the Department, corporate Communications and publications, assistance with Departmental speeches, writing and editing documents, Web content redevelopment,</p>	<p>APS 6 x 1</p> <p>Media</p> <p>Located in Barton, Canberra.</p>	Nil	1	1	0

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	<p>graphic design, strategy and campaign work.</p> <p>Located in Barton, Canberra.</p>					
Administrative Appeals Tribunal	<p>EL1 x 1</p> <p>Responsible for developing and implementing strategies to meet the Tribunal's internal and external communication needs, maintaining and enhancing the Tribunal's suite of information products, coordinating the production of key publications and dealing with media enquiries.</p> <p>Located in Sydney.</p>	Nil	Nil	Nil	Nil	Nil
Australian Commission for Law Enforcement Integrity	Nil	Nil	Nil	Nil	Nil	Nil

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Australian Crime Commission	<p>5.5</p> <p>SES1- 0.25 FTE (note this position also oversees other areas)</p> <p>EL2- 0.75 FTE (note this position also oversees other areas)</p> <p>EL1- 1.5 FTE (note one of these positions also oversees other areas)</p> <p>APS6-3.0 FTE</p> <ul style="list-style-type: none"> • Media services • Event management • Internal Communication • Corporate Communication • Prevention and community engagement <p>Located in Canberra</p>	<p>APS6-1.0 FTE</p> <p>Media services</p> <p>Located in Canberra</p>	Nil	1	1 EL2, noting this position also oversees other responsibilities. There is also one Media Team Leader at the EL1 level.	The ACC does not have a specific 'event organiser'. When events are required to be organised, this responsibility is spread across existing staff.

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Australian Customs and Border Protection Service	26 1 x Customs Level 5 8 x Customs Level 4 10 x Customs Level 3 7 x Customs Level 2 Media operations, public affairs, events, online & digital communication services for internal & external audiences. 25 in Canberra 1 in Sydney	3 3 x Customs Level 4 Media operations, public affairs, events, online & digital communication services for internal & external audiences. 3 in Canberra	Nil	2	1	No dedicated officers. Event management responsibilities are shared between a number of Communication officers.
Australian Federal Police	42 SES 1 – one EL2 – three Band 8 – four Band 7 – five Band 6 – Nine Band 5 – three Band 4 – thirteen Band 3 – four <ul style="list-style-type: none"> • Media liaison services • Communication strategy and product 	1 Band 6 <ul style="list-style-type: none"> • Publications (print and online) Located at AFP Headquarters, Barton, ACT	Nil	3	11 1 Manager, 1 coordinator, 2 team leaders, 7 team members	On average 2 - 3 members are utilised per media/marketing event.

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	<p>development</p> <ul style="list-style-type: none"> • Publications (print and online) • Social media monitoring and management • Online services • Design services • Video production • Multimedia production • AFP Museum curation and management • AFP Conference Centre - audio-visual management and administration <p>Most staff are located at AFP Headquarters, Barton, ACT</p> <p>Two staff are located at AFP Museum premises at Bowes Place, Phillip ACT</p> <p>NB. ACT Policing operates a dedicated Media and Marketing</p>					

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	Team which has not been included in the figures provided in this template.					
Australian Human Rights Commission	<p>6</p> <p>APS4 x 1 Web Developer</p> <p>APS6 x 1 Events & Marketing Coordinator</p> <p>EL1 x 3 Two Media Advisors and one Web Manager</p> <p>EL2 x 1 Communications Director Located in Sydney</p>	<p>2</p> <p>EL1 Media Advisor</p> <p>APS5 x 1 Web Developer</p> <p>Located in Sydney</p>	None	None	2	1 – responsible for marketing

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Australian Institute of Criminology	4 ASO6 Editor ASO6 Webmaster ASO5 Conference Organiser ASO4 Publications Officer Located in Canberra	1 EL2 Communications Manager Located in Canberra	Nil	None.	None.	The Conference organiser. We are obliged to hold three a year.
Australian Law Reform Commission	1 EL1 Website management, facilitating Twitter and Facebook communications for ALRC inquiries, preparing inquiry blogs and online newsletters, managing online submission processes, media monitoring, and current awareness. Located in Sydney	Nil	Nil	Nil	Nil	Nil

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Australian Security Intelligence Organisation	For security reasons, it would not be appropriate to comment publicly on this matter.					
AUSTRAC	3 Acting EL1 (substantive APS6) Communications Manager APS6 Senior Communications Officer APS5 Graphic designer Located in Melbourne	Nil	Nil	1	In addition to their other work, the EL1 Communications Manager and EL2 Director Stakeholder Relations undertake media management duties for the agency as required.	Nil
Commonwealth Director of Public Prosecutions	1 x 0.3 ongoing staff member APS6 Type of work includes: Compiling media clips, managing media enquiries	Nil	Nil	Nil	Nil	Nil

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	Location is Canberra					
CrimTrac	<p>CrimTrac has one ongoing Communications Staff member.</p> <p>There is also one ongoing staff member who provides direction to the Communications team as part of a broader portfolio of responsibilities. This staff member's Communications Team responsibilities represent 30% of his full-time workload.</p> <p>APS6 Communications Adviser</p> <p>EL2 (x0.3 FTE) Direction to the team</p> <p>Located in Canberra</p>	<p>1</p> <p>APS3 Administrative Support</p> <p>Located in Canberra</p>	Nil	Nil	Nil	Nil
Family Court of Australia	5 EL2	Nil	Nil	Nil	1	Nil

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	<p>National communications manager for both courts Canberra EL1 Media management for both courts. Back up media for federal court. Melbourne EL1 Strategic and stakeholder communication for both courts. Canberra APS6 Communication, graphic design, print management, contract management. Canberra APS5 Communication, newsletters, administration, events, website support.</p> <p>Located in Canberra</p>					
Federal Court of Australia	1 EL2	Nil	Nil	Nil	1	Nil

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	Provides advice to the Registrar on media-related issues. Located in Melbourne					
Federal Magistrates Court of Australia	Communications and media work for the Federal Magistrates Court is undertaken by Family Court communications and media staff					
High Court of Australia	Nil	0.15 of an ASL SES <ul style="list-style-type: none"> • Handle enquires from media and members of the public • Prepare media releases • Co-ordinate the promotion of public events at the Court Located in Canberra	Nil	Nil	Nil	Nil
Insolvency and Trustee Service Australia	Equivalent 4.2 FTE One EL2* Three EL1* Two APS6*	0.6 FTE and 0.4 FTE One APS5* One APS6*	Nil	Number of graphic designers: 0.3 FTE*	Number of graphic designers: 0.3 FTE*	Nil

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	<p>One APS5*</p> <p>*Approx 60% of duties being communication and media activities.</p> <ul style="list-style-type: none"> • Communication strategy development • Publications • Online content and management • Stakeholder engagement • Internal and external communications <p>Located in Canberra and Brisbane</p>	<p>*Part-time staff 100% of duties being communication and media activities.</p> <ul style="list-style-type: none"> • Media services • general communications • graphic design <p>Located in Canberra</p>		<p>*Portion of time estimated that staff member spends on these duties.</p>	<p>*Portion of time estimated that staff member spends on these duties.</p>	
National Native Title Tribunal	Nil	<p>1</p> <p>APS6</p> <p>Communications</p> <ul style="list-style-type: none"> • Manage content for the Tribunal's 	Nil	Nil	Nil	Nil

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		<p>homepage and intranet</p> <ul style="list-style-type: none"> • Undertake media activities and manage communication projects • Provide advice on external communications • Research, write and edit a range of business focused information products (publications, external newsletters, corporate documents and procedures). • Provide advice on the management of the Tribunal's corporate identity, including maintaining style and publishing guidelines for all Tribunal information across all media <p>Located in Perth</p>				

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Office of the Australian Information Commissioner	0.2 x EL2 1.3 x EL1 1.5 x APS5 Media releases Social media Newsletters Events Publications Website Located in Sydney	1 APS6 Website content Located in Sydney	Nil	The OAIC does not have dedicated graphic designers. OAIC communications staff assist with some of these tasks. The OAIC also outsources graphic design work.	1	The OAIC does not have dedicated event organisers. All communications staff assist when necessary.
Office of Parliamentary Council	Nil	Nil	Nil	Nil	Nil	Nil

2. The following agencies do not have media studios: Attorney-General's Department, Administrative Appeals Tribunal, Australian Commission for Law Enforcement Integrity, Australian Crime Commission, Australian Human Rights Commission, Australian Institute of Criminology, Australian Government Solicitor, Australian Law Reform Commission, Australian Transaction Reports and Analysis Centre, CrimTrac, Family Court of Australia, Federal Magistrates Court of Australia, Federal Court of Australia, High Court of Australia, Insolvency and Trustee Service Australia, National Native Title Tribunal, Office of the Australian Information Commissioner, Office of the Commonwealth Director of Public Prosecutions, Office of Parliamentary Counsel.

See below for other responses.

Agency	Reason for independent media studio	Date of establishment	Set up cost	Ongoing cost	Number of staff and their classifications
Australian Customs and Border Protection Service	To provide support for communicating with agency staff and community education.	2012	\$42,000	\$5,000 p.a	2. 10% of 2 x CL3
Australian Federal Police	The AFP Conference Centre is located at the AFP National Headquarters in Barton, Canberra. The centre is a 100-seat, multi-purpose theatre which hosts AFP forums & seminars, as well as whole of government and international conferences and press conferences. Internal AFP events held in the conference centre can be live-streamed to the desktops of more than 90% of AFP staff onshore, and recorded and distributed to deployed members. The conference centre can be modified as needed and used as a production facility with industry standard video, photography and audio capabilities. This set-up has enabled the AFP Production team to produce numerous training, community based messaging and promotional products.	March 2011	\$2.29 Million	FTE and maintenance. There are no major on-going costs associated directly with the centre refurbishment	4 full-time, ongoing staff. B4 X 3 B3 X 1 These staff are multi-skilled operators, whose duties include photography, audio production, writing, directing & producing video products, and planning, running & the technical delivery of conferences.

Australian Security Intelligence Organisation

For security reasons, it would not be appropriate to comment publicly on this matter.