

QUESTION TAKEN ON NOTICE

BUDGET ESTIMATES HEARING: 27-28 May 2013

IMMIGRATION AND CITIZENSHIP PORTFOLIO

(BE13/0542) PROGRAM – Internal Product

Senator Humphries (Written) asked:

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? 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:

(a)(i) The National Communications Branch (NCB) is located in Canberra, and has 34 ongoing staff as at 28 May 2013. The NCB directly supports the offices of the Ministers, the departmental executive and business areas on a wide range of communication issues, including media liaison and monitoring, promotion and events management, branding, publication design and production, audio-visual productions, speechwriting and production of the annual report.

NCB comprises four sections: Media, Internal and Strategic Communications, Executive Support and Production and Design.

Summary NCB Staffing Classifications	
Senior Executive Staff	1
Senior Public Affairs Officer A	3
Public Affairs Officer (PAO) 3	10
Public Affairs Officer (PAO) 2	8
Public Affairs Officer (PAO)1	6
Executive Level (EL) 1	4
APS6	1
APS5	1
Total staff	34

In addition to this there are a number of program areas within the Department that also employ ongoing communication staff.

As at 28 May 2013:

Business Area	Location	Number & Classification	Job Role
Compliance Status Resolution Communications Section	Canberra	2 x EXEC 1	Public affairs
		1 x EXEC 1	Technical writing
		1 x APS 6	Public affairs
		1 x APS 6	Campaign
		1 x APS 6	Technical writing
		1 x APS 5	Market research
Citizenship Ceremonies & Community Engagement Section	Canberra	1 x EXEC 1	Relationship/stakeholder management
Information & Promotions Section	Canberra	1 x PAO3	Relationship/stakeholder management
		1 x PAO2	Public affairs
		2 x EXEC 1	Graphic design
		1 x APS 4	Graphic design
Client Correspondence & Data Intelligence Section	Sydney	1 x EXEC 1	Relationship/stakeholder management
Client Correspondence & Data Intelligence Section	Canberra	3 x APS 6	Technical writing
VPT Stakeholder Governance & Strategic Communication Section	Canberra	1 x PAO3	Messaging
		2 x EXEC 1	Relationship/stakeholder management
Client Experience & Strategic Marketing Section	Brisbane	1 x EXEC 1	Marketing
Client Experience & Strategic Marketing Section	Canberra	1 x EXEC 1	Marketing
Foundation Leadership & Online Section	Canberra	1 x APS 6	Graphic design
Office of the MARA	Sydney	1 x APS 6	Public affairs & stakeholder management

The MRT-RRT, as at 28 May 2013, has a communications unit consisting of one EL1 and one APS6, undertaking work which includes preparing presentations and internal communications, responding to media enquiries, preparing content for the tribunals' website and intranet, organising events, liaising with DIAC and managing the stakeholder engagement program. These staff are located in Sydney.

(ii) The NCB, as at 28 May 2013, had two non-ongoing PAO3, one non-ongoing PAO2, five non-ongoing PAO1, one APS5 and 60% of a non-ongoing APS3. These staff undertake a range of internal and external communications functions.

(iii) The NCB had two contractors as at 28 May 2013 who undertake a range of internal and external communications functions.

(iv) The NCB as at 28 May 2013, had three graphic designers who are also represented in the table at (a)(i).

(v) The NCB, as at 28 May 2013, had a National Communications Manager, and a director (media response), who are also represented in the table at (a)(i).

(vi) The Department, the Migration Review Tribunal and the Refugee Review Tribunal have no staff specifically assigned to organise events.

(b) The NCB maintains a small studio to record messages and interviews, as well as to shoot digital stills and capture audio recording. It was established in 2006, with a set up cost of approximately \$250 000. There is no ongoing cost (other than depreciation of assets) and there are no staff specifically assigned to work in the studio.