

Communications Factsheet

SES lead: Louise Wallensky, General Manager

Staffing Numbers

The communications branch provides communications and media support including media and speechwriting services, strategic communications, branding, visual design, audio/visual, internal communications, digital engagement services (websites & social media), and business.gov.au content.

Additional Information

- Average staffing levels used, rounded to the nearest whole number
- The adjacent table is a breakdown by stream. Information as of 31 December 2024.
- There are 16 staff working interstate across the branch.
- None of our staff are classified as Public Affairs Officers.

Media Monitoring Costs

Expenditure up to 31 December 2024

- DISR only. Does not include portfolio agencies.
- FY costs for media monitoring will vary from year to year because:
 - New contracts every 2-3 years, with costs varying as providers respond to requests for quotes to reflect the market at the time.
 - Additional spend on customised reports
 - Additional spend on transcripts requested by Ministers’ offices.

Financial Year	Total Expenditure (\$) GST Inclusive	Total Expenditure (\$) GST Exclusive
FY 2018-19	581,798	528,907
FY 2019-20	537,904	489,004
FY 2020-21	507,608	461,462
FY 2021-22	590,579	536,890
FY 2022-23	487,674	443,340
FY 2023-24	487,674	443,340
FY 2024-25 (to 31 December 2024)	243,837	221,670
FY 2024-25 Estimate	501,898	456,271

Section	ASL	Service Offerings
Strategic Communications	18	<div>LEX 76633 - FOI - Document 1</div> <ul style="list-style-type: none">• There are 2 strategic communications teams allocated across divisions and key priorities• Provide strategic communications advice to policy and program areas to communicate effectively• Other responsibilities include advertising campaigns, Prime Minister’s Prizes for Science communications and event management.
Internal Comms & Creative Services	20	<ul style="list-style-type: none">• Internal communication strategies, content development, and channel management and all staff events• iCentral news, content design and publishing• Audio-visual and photographic services, editing and post-production• Graphic design services and visual identity management
Media & Speechwriting	8	<ul style="list-style-type: none">• Ministerial offices - first contact point for ministerial media products, ministerial media requests and speeches.• Department support - Media releases, media enquiries, media monitoring and speechwriting.• Budget communications and media management
Digital Communication	14	<ul style="list-style-type: none">• Administer corporate digital channels including: Industry.gov.au and consult.industry.gov.au, Social media (dept. Facebook, LinkedIn, twitter channels: industry, tech, science)• Website content and development, consultations, newsletters, RSS and channel governance• IGA Social media policy and procedures.
business.gov.au	8	<ul style="list-style-type: none">• Manage content for business.gov.au (BGA) digital channels, and BGA social media channels, BGA newsletter and 13 28 46 contact centre scripts• Manage whole of government business content and inter-agency stakeholder engagement• Writes, edits and supports Departmental grants publishing.
Total	68	*General Manager SES B1 and Executive Assistant APS 4 not included. 70 total ASL if included.*

Advertising and market research

In accordance with the definition of a campaign as provided in the [Department of Finance’s Australian Government Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities](#), the Department of Industry, Science and Resources does not have relevant expenditure for the period of 1 July 2024 – 31 December 2024.

Simple, informative advertising that generally appears only once or twice, contains factual statements and typically has simple creative content is not an advertising campaign. This category of advertising is non-campaign advertising and includes, but is not limited to: • recruitment for specific job vacancies; • auction and tender notices; • invitations to make submissions or apply for grants; • notification of date and/or location specific information (for example, notification of a public meeting at a particular time and place); and • other public notices.

Advertising and market research expenditure over the reporting threshold of \$16,300 (GST inc) is reported in the Department’s Annual Report.

Expenditure comparison with Annual Reports 2020–21, 2021–22, 2022–23, 2023–24

Previous financial year expenditure is below, extracted from the corresponding Annual Reports as referenced.

Including DCCEEW expenditure

Year	Media Advertising	Advertising Agencies	Market Research	Total (\$)
2020–2021 ¹	\$309,238.04	-	\$207,911.35	\$517,149.39
2021–2022 ²	\$179,649.00	\$26,526.00	\$280,603.00	\$486,778
2022 – 2023 ³	\$152,118.00	\$37,180.00	\$81,117.00	\$270,415

Sources:

¹ [Annual Report 2020–21](#), p74, Table 35 Payments for advertising and market research.
² [Annual Report 2021–22](#), p77, Table 21 Payments for advertising and market research.
³ [Annual Report 2022–23](#), p83, Table 18 Payments for advertising and market research.
⁴ [Annual Report 2023–24](#), p84, Table 16 Payments for advertising and market research

Excluding DCCEEW expenditure

Year	Media Advertising	Advertising Agencies	Market Research	Total (\$)
2020–2021	\$276,238.08	-	\$137,776.70	\$414,014.74
2021–2022	\$179,649.00	\$26,526.00	\$151,673.00	\$357,848
2022–2023	\$188,390	\$37,180.00	\$95,082	\$320,652
2023–2024 ⁴	\$304,642	\$58,659.00	\$179,023	\$542,324