

**Question on Notice  
No. 1482  
Asked on 9 October 2008**

MR SPRINGBORG asked the Premier (MS BLIGH) -

**QUESTION:**

With reference to her answer to Question on Notice No. 685 of 2008 in which she provided details of the number of public servants whose jobs are dedicated to media or relations, and to her response to Question on Notice No. 1149 of 2008—

(1) How many full-time and part-time staff were directly employed in government owned corporations and other non-government entities (eg the Queensland Water Commission) in media, public affairs, communications, graphic design, marketing or advertising positions in 2006-07, 2007-08 and year to date (each entity reported separately)?

(2) How much was paid in wages/salaries to staff listed in (1)?

**ANSWER:**

Government Owned Corporations (GOCs) are government owned trading enterprises which conduct activities and provide services in a commercially-orientated environment, and staff directly employed by GOCs in media, public affairs, communications, graphic design, marketing or advertising positions assist GOCs to succeed in the commercial world.

For example, QR Limited is a national company with \$3.5b in revenue which operates competitively across multiple businesses. It has \$10b in assets, approximately 15,000 employees and is in the midst of a \$9b rail infrastructure program.

QR's customers range from the largest multinationals, in some cases headquartered abroad, to the 170,000 commuters it carries every day. The markets for its tourist and distance passenger services are in Europe, the USA and Asia in addition to domestic markets.

Staff directly employed by QR in media, public affairs, communications, graphic design, marketing or advertising positions help QR to communicate with a large, diverse and dispersed workforce (isolated regional Queensland to regional Western Australia) on issues such as safety and performance.

These staff also undertake community engagement with the public regarding Citytrain timetable changes, they market products ranging from passenger services and holidays to long haul freight and logistics, and they inform large public audiences and communities in urban, regional and remote areas of Australia about services, safety and operational issues.

These QR officers also manage media enquiries, and create and maintain strong relationships with customers, communities and stakeholders in markets in which QR operates.

Similarly with Ergon Energy, its communication and marketing officers ensure that Ergon's 650,000 retail customers, further distribution customers and community stakeholders are provided with information on customer supply, operational activities including community consultation on Ergon Energy projects, emergency response communications, and safety messages relating to network operation and electricity use.

Please refer to the table at Attachment 1 which lists, by GOC, the number of full time equivalent officers employed in media, public affairs, communications, graphic design, marketing or advertising positions during 2007-08.

The Honourable Member should note that the wage and salary expenses of the officers listed in Attachment 1 account for less than 0.2% of all GOC expenses.

Attachment 1 to answer to Question on Notice No. 1482

Name of government owned corporation	No. of full time equivalent officers directly employed in media, public affairs, communications, graphic design, marketing or advertising positions in 2007-08
Ports Corporation of Queensland Limited	<p>PCQ has two communication staff who are responsible for all corporate relations activities. There are no dedicated media relations specialists. The corporate relations staff have responsibility for stakeholder relationship management, internal and external communications including media relations. They manage the production of all PCQ publications and administer the web site which is PCQ's primary tool in external communications.</p> <p>Apart from the need to have good communications in place with Shareholders, Government and customers, PCQ has responsibility for 10 ports throughout the State and has an active program in place to ensure the port communities in each of those places are kept informed and involved via community consultation when planning for major projects or significant issues arise.</p>
Port of Townsville Limited	<p>One employee is engaged in researching, writing and developing the content for community publications; managing community and media enquiries; assisting in arranging promotional activities; undertaking the writing, design and production of the Annual Report; and arranging and providing port tours to various persons, interest groups and organisations.</p>
Port of Brisbane Corporation Limited	<p>One person has responsibility for all internal/external communications including newsletters, newspaper columns, and the development of shipping handbooks.</p> <p>One person is responsible for the Port of Bundaberg and issues surrounding boat harbours, as well as advertising, marketing and community liaison of the Northshore development project.</p> <p>0.5 staff are responsible for liaison with a range of community stakeholders at a senior level, including government.</p> <p>One person's time is responsible for the development of major publications including the Annual Report, internal and external websites and responding to media enquiries.</p>

	<p>The time of one position is involved in media liaison (responding to general enquires) for half the time, and the remaining half is associated with sponsorship and community liaison (Community Consultation Committee, attendance at local events).</p> <p>Additionally, the time of two staff are involved in business marketing of the port to promote trade (e.g. customer liaison/survey, trade brochures, trade shows, trade journal advertising, database management).</p>
Cairns Ports Limited	<p>Cairns Ports Limited has one full time communications advisor who undertakes the development of public notices for the local community in relation to the domestic terminal redevelopment; managing community activities and sponsorships including Green Corridor, producing communication material including newsletters, annual report and web site and answering media queries.</p>
Gladstone Ports Corporation Limited	<p>Two communications staff are involved in coordinating communications between GPC and the media; developing various internal and external GPC publications (newsletters, brochures, Annual Report); and coordinating relevant advertising and editorial opportunities with a view to communicating with the Gladstone Community. This involves participating in numerous community events; conducting port tours for customers and the general public; maintaining the GPC website.</p> <p>One public relations officer promotes ongoing community initiatives, facilities and support programs by coordinating the GPC sponsorship/donation program. This officer also coordinates the development of the GPC Annual Report and website; implements corporate branding across the organisation; and develops educational resources for local schools.</p> <p>One community support officer supports the GPC Community Environmental Working Group and acts as a liaison between the group and GPC, assisting with community consultation in various forms including community updates, administering the GPC School Bursary Program and supporting the public relations officer with the GPC sponsorship/donation program. This officer is also involved in the conduct of port tours for schools and special interest groups and participates in various team projects, functions and community events.</p>
Queensland Investment Corporation	<p>One staff member manages QIC's publicity including responding to media enquiries outlining QIC's investment activities.</p> <p>4.5 staff members manage the production of communication materials for products and presentations, the QIC Annual</p>

	<p>Report, white papers and articles for industry, advertising programs to promote QIC's products and brand and internal marketing and communications with QIC staff to build a favourable employment culture.</p>
<p>Sun Water Limited</p>	<p>1.25 media staff are responsible for the management of media responses regarding Sun Water activities across regional Queensland. These can range from providing dam level updates, notification of Announced Allocations, community related activities, general awareness of Sun Water and how it contributes to regional water development and management and other general media enquiries.</p> <p>1.75 community consultation staff are responsible for the coordination, development and implementation of the company's broad communication and community engagement strategy. This role ensures engagement with all key stakeholders, including community group members, employees, local council and customers, throughout the development stages of the proposed Water for Bowen Project, Nathan Dam and Pipelines, Connors River Dam and Pipelines, Eden Bann Weir, Rookwood Weir, raising of Burdekin Falls Dam and other projects as required.</p> <p>1 communication staffer is involved in producing communication materials for customers advising them of Sun Water activities in their schemes and across the business. This role also coordinates the public safety campaigns aimed to increase awareness of potential risks associated with recreational activities at dams, and a school based campaign highlighting the potential dangers of swimming in or near Sun Water infrastructure by promoting water safe behaviour to children.</p> <p>1 graphic designer is involved in designing and producing information material including brochures, displays, reports, flyers, electronic publications to support Sun Water initiatives. This role is also responsible for website development.</p>
<p>QR Limited and QR Limited Subsidiaries</p>	<p>Thirteen staff are involved in all aspects of marketing across QR. This includes the development of timetables for passengers; the marketing of freight products and services; safety and security messaging; and advertising schedules for QR to assist in the growth of the QR business.</p> <p>The marketing team have a balanced responsibility of delivering on community expectations while building commercial opportunities. The team also manage the specialised communication projects such as the community RailSmart education campaigns and the internal ZEROHarm safety initiatives on an ongoing basis.</p>

	<p>Safety is QR's highest priority and the education of customers and the broader community in relation to level track crossings and station safety is paramount. ZEROHarm aims to communicate key messages of safety at work and home to a national workforce.</p> <p>Ten staff are involved in Media, Public Relations and Public Affairs across QR with duties including the provision of a 24/7 on-call service for the media; promoting rail safety education and activities in the community (eg National Rail Safety Week); promoting community involvement in public rail facilities (e.g. partnerships with schools and community groups in artwork and landscaping near stations); providing information to the general public on QR and rail in Queensland; and preparing presentations for industry and business forums.</p> <p>Twenty-one staff are involved in organising communications across QR by providing information to QR's 15,000 staff in the respective businesses of Passengers, Freight, Services and Network on major initiatives and issues, particularly safety and including specific campaigns such as Safety/ZeroHarm; Water Conservation and Energy Reduction.</p>
CS Energy Limited	<p>2.5 staff undertake all media, communication and community and stakeholder relations activity for CS Energy, primarily ensuring that the local communities surrounding the company's four power stations are properly informed about ongoing operations. The group also manages media and communication activity for the Callide Oxyfuel joint venture.</p>
Stanwell Corporation Limited	<p>Two employees are involved in developing and delivering stakeholder relation strategies to support Stanwell's existing operations and major new projects and initiatives.</p> <p>0.8 employees are involved in managing Stanwell's sponsorship initiatives and general corporate communications support.</p> <p>Three employees are involved in delivering Stanwell's communications requirements, including managing the company website; project managing the production of fact sheets/educational materials, annual reporting, community newsletters and other communications collateral; overseeing site visitor centres; and development and delivery of media relations, responding to emergent issues, and internal communications programs/advice.</p>
Tarong Energy Corporation Limited	<p>Officers provide services for Tarong's energy and mining interests which include its generation assets (Tarong, Tarong North, Wivenhoe power stations and associated operational issues i.e. recycled water, environment, greenhouse gases etc)</p>

	<p>and its mining interests (operations of Meandu Mine, and the investigation of value of its Surat Basin coal resources). Specifically two staff respond to media queries, one staff member is responsible for engaging with stakeholders and customers, one staff member is responsible for developing corporate publications such as Annual Reports, fact sheets and brochures, one staffer is responsible for internal communication and three staff are engaged in meeting community members, organising community information sessions, and producing a community newsletter.</p>
Powerlink	<p>Four staff members are employed to provide communication support for Powerlink's \$2.9 billion 5-year capital program, which includes the construction of more than 1000km of new transmission line. This primarily includes the communication activities associated with Powerlink consultation with landowners and the community on the proposed development of new transmission lines and substations in their area.</p> <p>Two staff members are responsible for internal communication activities to support a 1000 strong workforce.</p> <p>One staff member is responsible for publication production underpinning the above; and one staff member is responsible for the management and oversight of Powerlink's communication related functions.</p>
ENERGEX Limited	<p>4.2 FTEs are engaged in internal communications and the production of training material for staff.</p> <p>3.5 Media staff are involved in managing media and general public enquiries re the corporation's activities, particularly its Program of Works and Summer Preparedness Plan, as well as Summer Storm Response and Electrical Safety.</p> <p>2.5 staff are engaged in the promotion of the ENERGEX brand to the wider business community and the public, as well as assessing, recommending and implementing sponsorship arrangements that conform with the corporation's long-term objectives - Safety, Education, Program of Works, ENERGEX in Your Community.</p> <p>7 Community Communications staff are involved in community engagement for the company's program of works, production of corporate publications (e.g. Annual Report, Community Safety Plan), development and management of the company's internet site, media advertising campaigns (Summer Preparedness, Storm Safety, Winter Safety, Demand Side Management, Energy Efficiency).</p>

Ergon Energy Corporation Limited

9 staff are involved in the communication of service performance to the many communities throughout regional Queensland serviced by Ergon. This includes effective communication of safety, service status and service improvement messages before, during and after any adverse weather condition such as cyclone, flood and fire natural disaster that every year impact the 97% of Queensland that Ergon Energy is accountable for. These staff deal daily with the more than 50 regional Queensland media outlets from Thursday Island to Longreach and Stanthorpe to outwork that obligation.

In addition, they engage in more targeted community communications including improving the corporation's community consultation around its capital works program particularly where major new assets are being sited in a local community.

These staff also develop safety communications not just for our internal staff working on high voltage electricity on a daily basis but also for our engagement program with peak farming, community and industry bodies to reduce the level of accidental electrocutions and serious injuries in regional communities.

To best service the many communities across regional Queensland, Ergon Energy has adopted a decentralised management structure with management, administrative and field operations spread over 90 depots and offices across the state. Three communications staff members have the responsibility to communicate the corporate strategy, ensuring with line management that the message is available and relevant to all staff in all locations and at all levels of the corporation.

Over the next year, the regulatory determination for the corporation's \$5bn plus capital and maintenance program for the 2010 to 2015 period will be determined. One communications officer is assisting our regulatory team in engaging stakeholders in preparation for that determination. The corporation also has a major change program in place to ensure that they have the efficiency measures in place for the start of that regulatory period and there is a communications officer engaged with that program to ensure that staff are informed and prepared.

In addition to corporate communications, there are four communications officers within our major business units who assist in communication ranging from industrial issues, environmental and climate change response planning and effective delivery of our core works program.

Four marketing staff develop and implement advertising campaigns around electrical safety, network awareness including cyclone and storm safety material and retail messages such as the regular energy saving tips, the recent award

	<p>winning smart air-conditioning campaign and the current 10% Less climate change response campaign.</p> <p>In addition, four marketing staff manage engagements with Ergon's customer base on both retail and network issues through the electricity bill. Initiatives include regular service improvement campaign such as a trial of communication to customers on how their consumption compares to their community and discounts on environmentally friendly products, our website and direct contact campaigns on specific service issues.</p> <p>One marketing officer manages our customer research program which both provides insights into customer expectations and monitoring of our service from a customer perspective which is a key driver of our vision to be "customer driven".</p>
<p>Queensland Water Commission</p>	<p>Six staff are involved in marketing and communications, undertaking preparation of the monthly water report on non-residential consumption, publications such as technical reports on purified recycled water, associated fact sheet material and water reform communications with industry stakeholders.</p> <p>Two staff members are involved in public and media relations, supporting activities such as the regular advice to the community on consumption against Target 170 and former Target 140 campaigns, have won Australian and International awards for securing community support for behavioural change and contributed to savings of over 39 billion litres of water.</p> <p>Other activities requiring a high degree of stakeholder consultation have included the Drought Exit Strategy released with key elements of the staged restriction measures and the widespread consultation on the Draft South East Queensland Water Strategy.</p>