



Planning,
Industry &
Environment

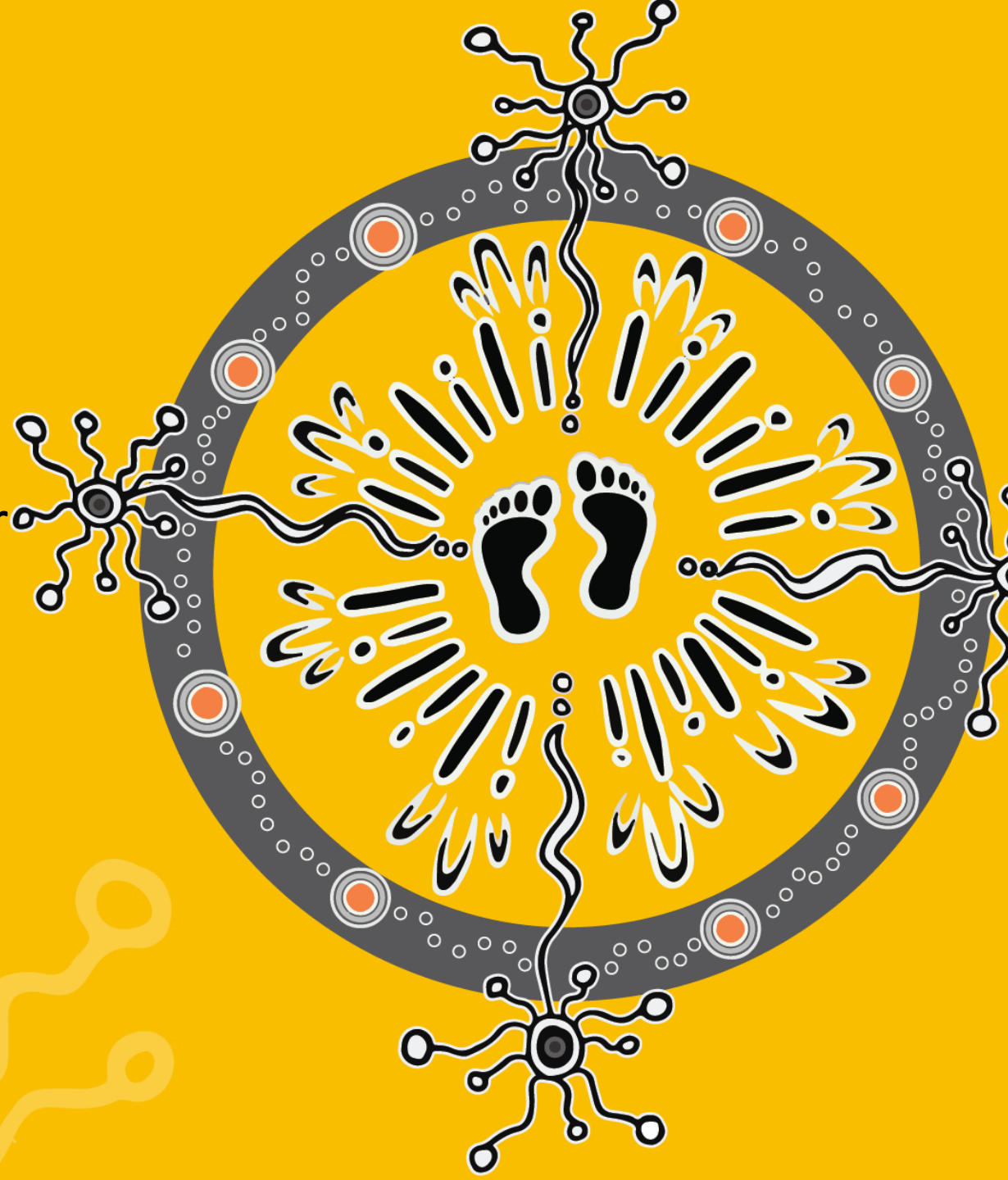
Communications, Marketing and Engagement (CME) Operating Model Update

29 September 2020

Acknowledgement of Country

We acknowledge that today we meet on many Aboriginal lands.

We acknowledge the Traditional Custodians of the lands and we show our respect for elders past, present and emerging through thoughtful and collaborative approaches to our work.



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Agenda

Description	Timing
Introduction	5 mins
Phase 1 update	10 mins
Proposed Operating Model	20 mins
Next Steps	10 mins
Questions	15 mins



Aims of the Review

As communicated by Sally and approved by Jim in a briefing note:

Connection

- Ensure communications functions are linked for consistency of narrative and message across DPIE, the ministers we support and the whole of government, one ED model.
- Improve governance, risk management and communications oversight to ensure reputation and brand protection.
- Create communities of practice to enable development, sharing of lessons learned and best practices for continuous improvement.
- Breaking down of business unit silos and strengthening collaboration across DPIE

Right services

- Provide seamless and customer centric CME services.
- Deploy capability and capacity aligned to our customers priorities.
- Better align CME activities to business priorities and reducing duplication and replication.
- Support the significant business activity reform within DPIE, some driven by Covid stimulus funding.

Talent management

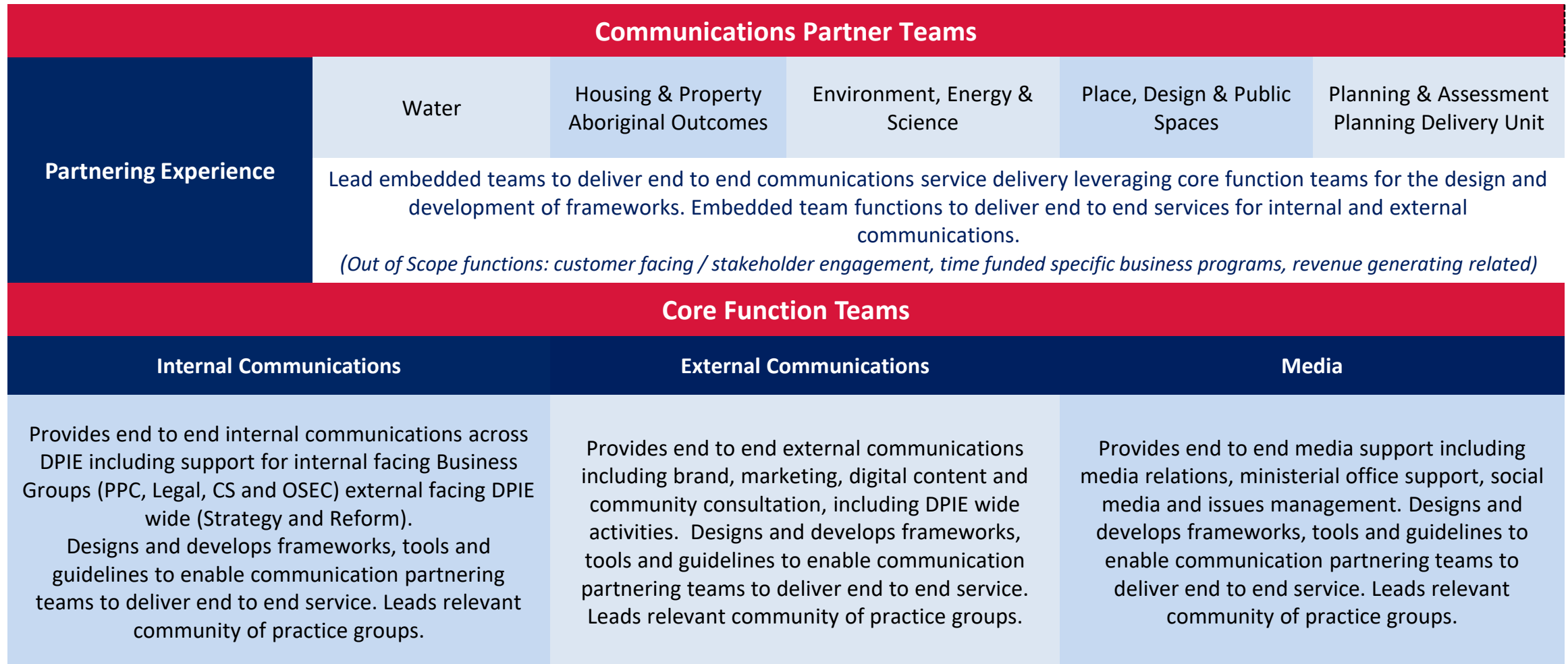
- Provide strategic workforce planning through staff mobility, talent identification and succession planning.



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Phase 1 – functional model

Functional Model





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Proposed Operating Structures

Villages

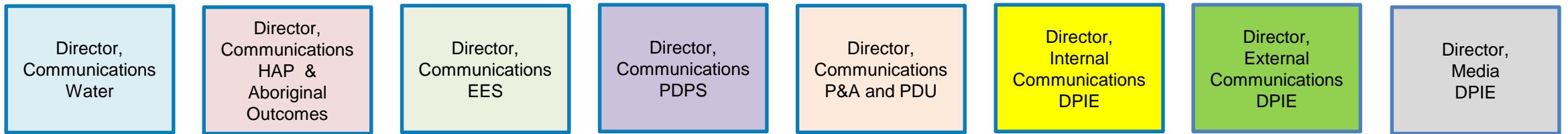
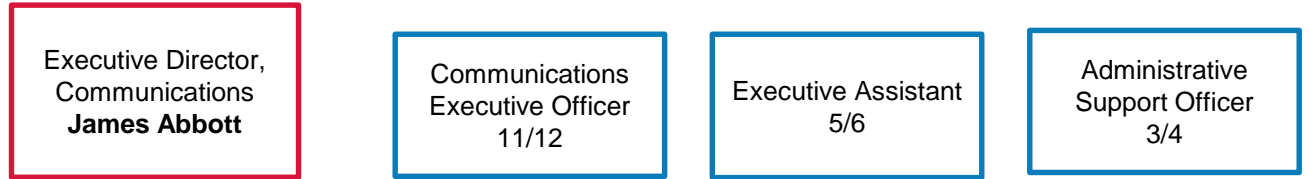
Our streams			
Partnering	Internal Communications	External Communications	Media
Embedded teams that deliver end to end communications service delivery leveraging core function teams for the design and development of frameworks.	Provides end to end internal communications across DPIE including support for internal facing Business Groups. Designs and develops frameworks, tools and guidelines to enable communication partnering teams to deliver end to end service.	Provides end to end external communications including brand, marketing, digital content and community consultation, including DPIE wide activities. Designs and develops frameworks, tools and guidelines to enable communication partnering teams to deliver end to end service.	Provides end to end media support including media relations, ministerial office support, social media and issues management. Designs and develops frameworks, tools and guidelines to enable communication partnering teams to deliver end to end service.





People Performance and Culture Proposed – Communications Executive Team

Proposed for consultation

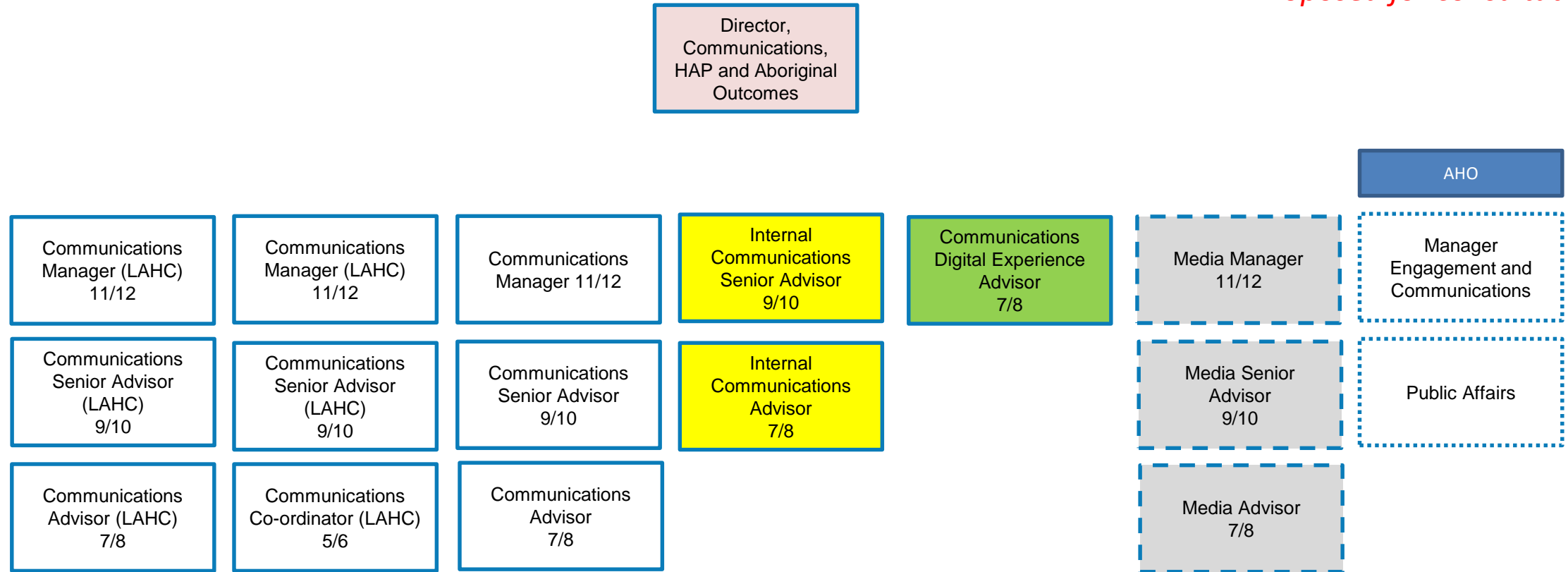


Note: Communications Directors have dotted line reporting to the relevant business group leads.

Key

- Water = blue
- HAP = red
- EES = pale green
- PDPS = purple
- P&A and PDU = orange
- Internal = yellow
- External = green
- Media = grey

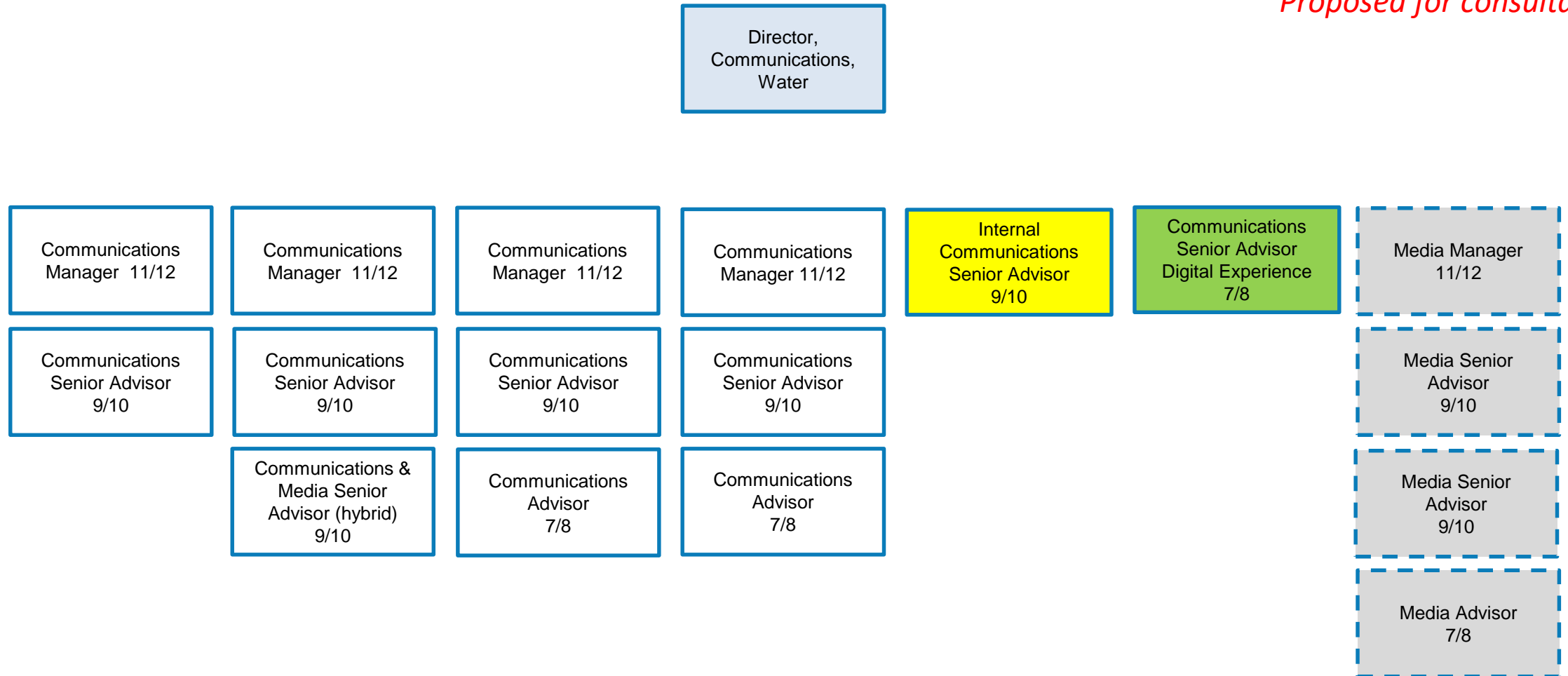
Proposed for consultation



Key
 Internal = yellow
 External = green
 Media = grey

Note:
 Communications Directors have dotted line reporting to the business group leads.
 AHO communications team are dotted line to Director, Communications.

Proposed for consultation



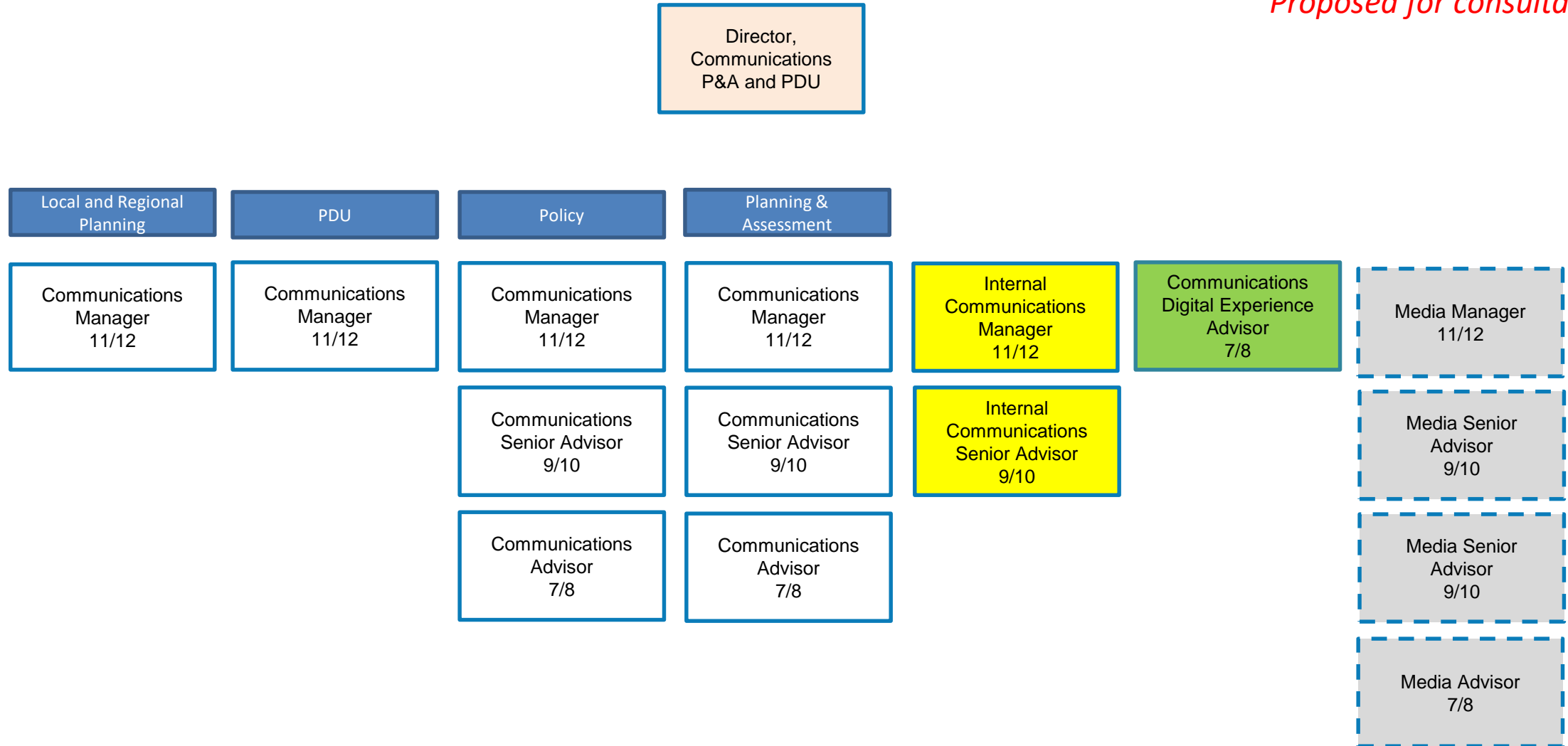
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People Performance and Culture

Proposed – Communications– P&A and PDU

Proposed for consultation



Key

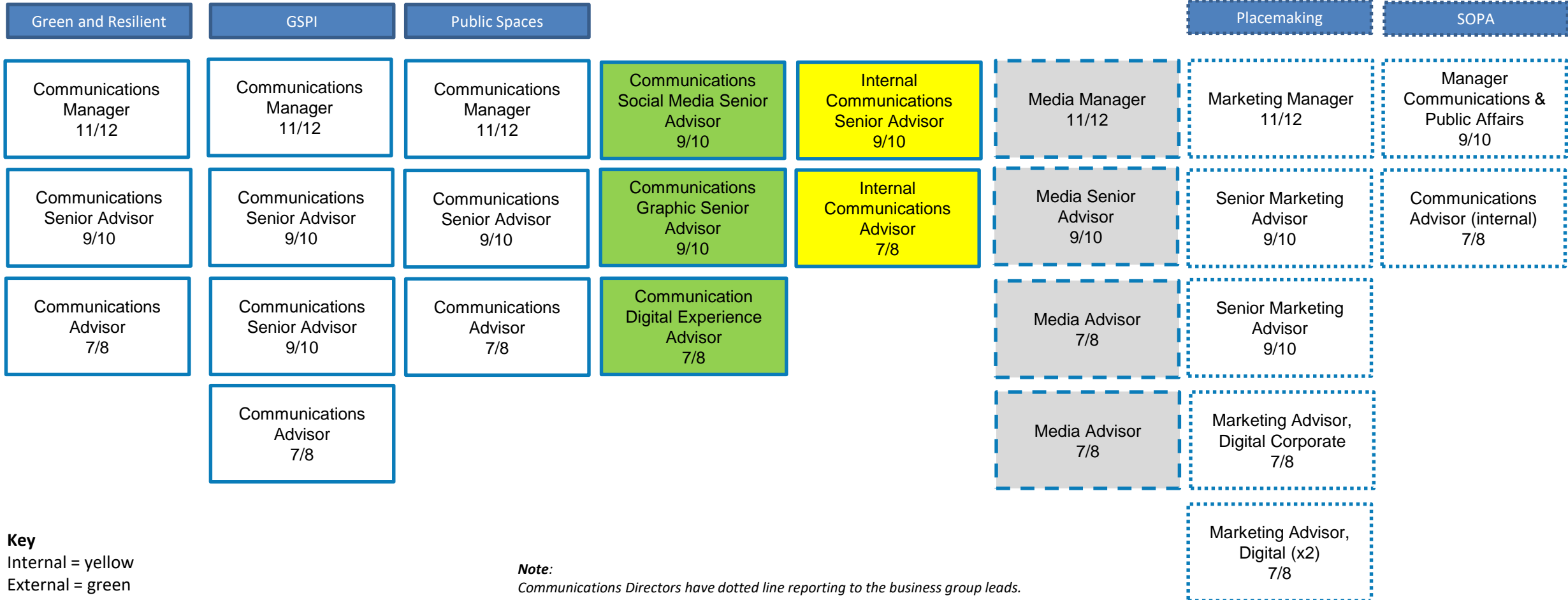
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Note:

Communications Directors have dotted line reporting to the business group leads.

Proposed for consultation

Director,
Communications,
PDPS

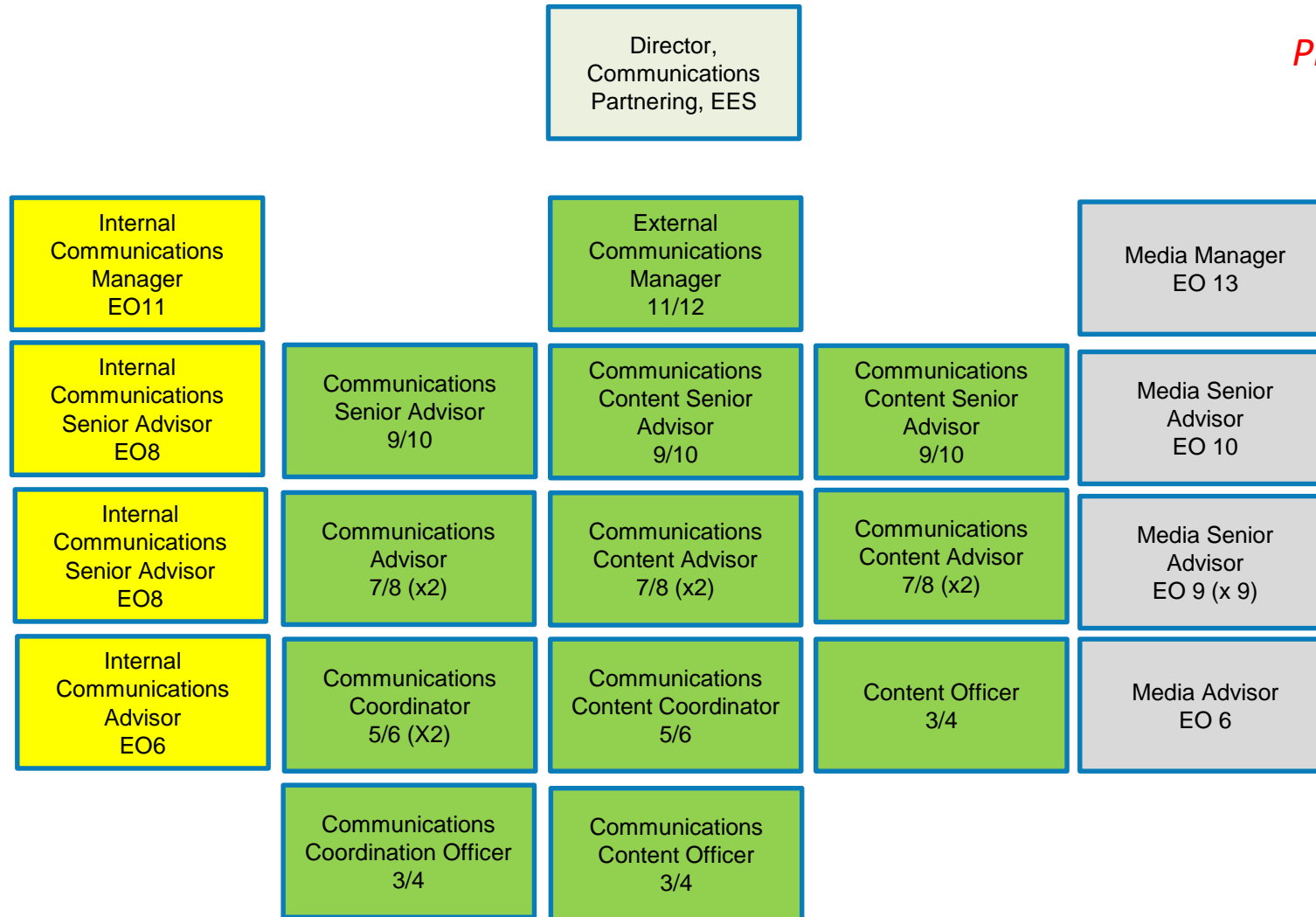


Key
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Media = grey

Note:
Communications Directors have dotted line reporting to the business group leads.
Placemaking and SOPA are dotted line to Director, Communications.

People Performance and Culture Proposed – Communications – EES

Proposed for consultation



Key

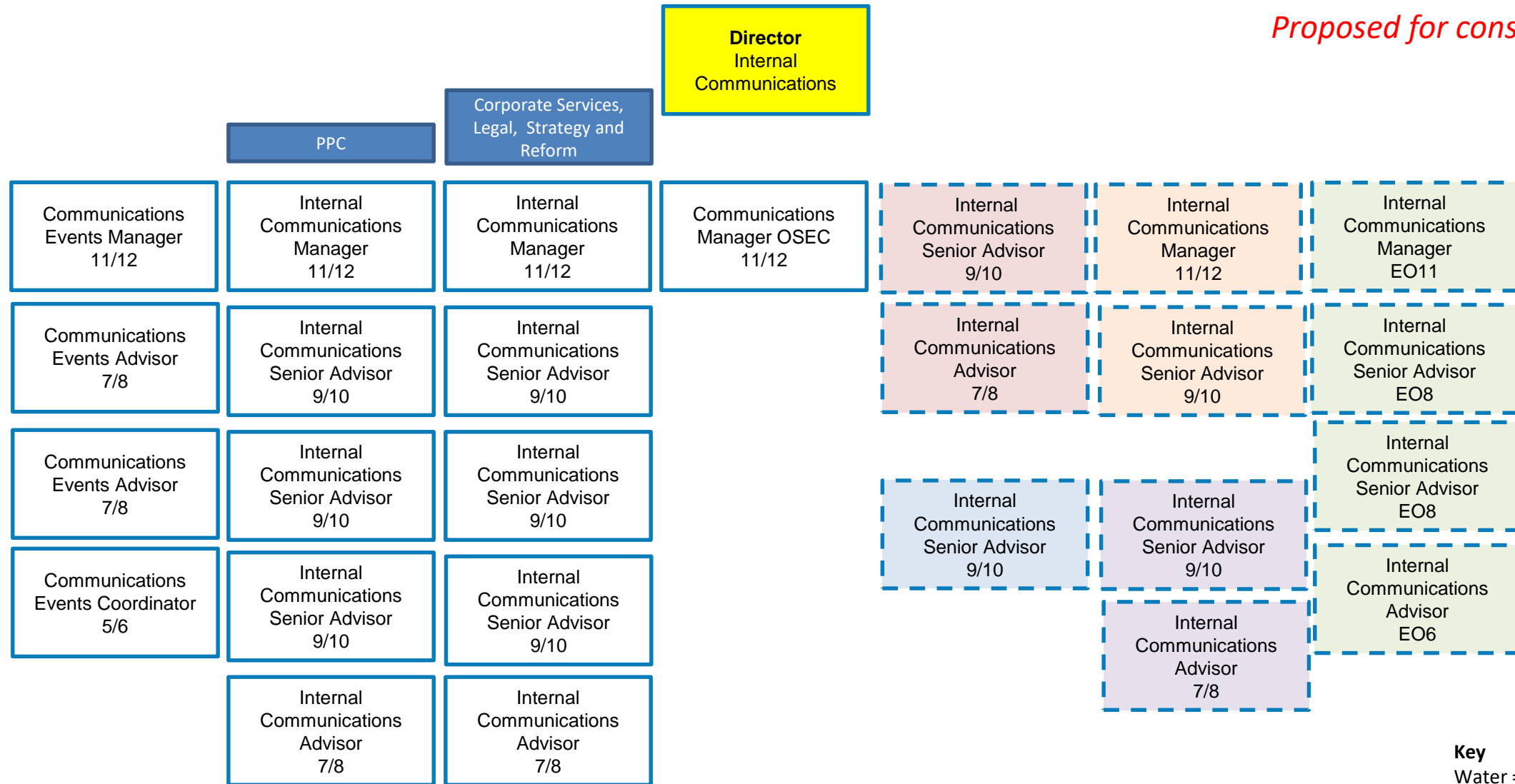
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Note:

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Proposed for consultation



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People Performance and Culture Proposed – Communications – Media

Proposed for consultation

Director
Media

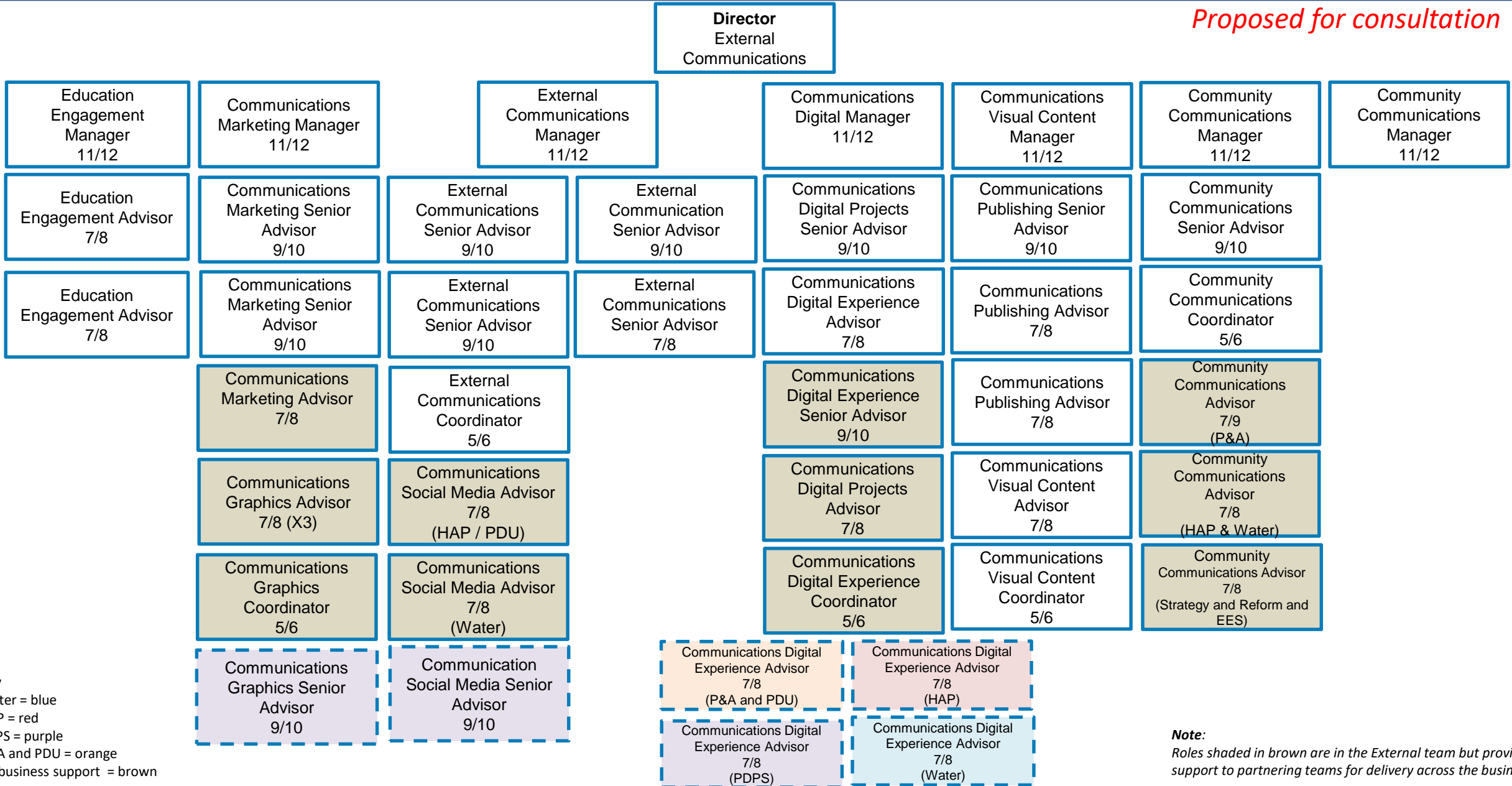
DPIE and strategic	HAP	P&A and PDU	PDPS	Water		EES
Media Manager 11/12	Media Manager 11/12	Media Manager 11/12	Media Manager 11/12	Media Manager 11/12	Media Manager 11/12 (Water and HAP)	Media Manager EO 13
Media Senior Advisor 9/10	Media Senior Advisor 9/10	Media Senior Advisor 9/10	Media Senior Advisor 9/10	Media Senior Advisor 9/10		Media Senior Advisor EO 10
Media Advisor 7/8	Media Advisor 7/8	Media Senior Advisor 9/10	Media Advisor 7/8	Media Senior Advisor 9/10		Media Senior Advisor EO 9 (x9)
Media Advisor 7/8		Media Advisor 7/8	Media Advisor 7/8	Media Advisor 7/8		Media Advisor EO 6

Key
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 PDPS = purple
 P&A and PDU = orange



People Performance and Culture Proposed - Communications – External

Proposed for consultation



Key
 Water = blue
 HAP = red
 PDPS = purple
 P&A and PDU = orange
 All business support = brown

Note:
 Roles shaded in brown are in the External team but provide support to partnering teams for delivery across the business

Next Steps



1. Team meetings
2. Consultation period 3 weeks – until 19 October 2020
3. Feedback welcome on the proposed operating model and function name. All feedback via email to – to ppc.deliveryoffice@planning.nsw.gov.au
4. Finalise operating model considering feedback
5. Commence new structure – late October / early November 2020

Support

You can contact:

- Your Manager or Director
- Marissa Duncan, our People Partner
- James Abbott
- Employee Assistance Provider (EAP): AccessEAP. Call: 1800 818 728, email info@accesseap.com.au or use the website (www.accesseap.com.au) to access confidential counselling support by phone.



Questions?



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Daring - Collaborative - Creative - Kind - Inclusive