

Communications, Marketing and Engagement (CME) Operating Model Update

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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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.





Phase 1 – functional model

Functional Model

Communications Partner Teams								
	Water	Housing & Property Aboriginal Outcomes	Environment, Energy & Science	Place, Design & Public Spaces	Planning & Assessment Planning Delivery Unit			
Partnering Experience	Lead embedded teams to deliver end to end communications service delivery leveraging core function teams for the design and development of frameworks. Embedded team functions to deliver end to end services for internal and external communications. (Out of Scope functions: customer facing / stakeholder engagement, time funded specific business programs, revenue generating related)							
Core Function Teams								
Internal Comm	unications	External Co	mmunications	Media				
Provides end to end internal communications across DPIE including support for internal facing Business Groups (PPC, Legal, CS and OSEC) external facing DPIE wide (Strategy and Reform). Designs and develops frameworks, tools and guidelines to enable communication partnering teams to deliver end to end service. Leads relevant community of practice groups.		including brand, mark community consultat activities. Designs an tools and guidelines t	external communications eting, digital content and ion, including DPIE wide id develops frameworks, o enable communication eliver 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. Leads relevant community of practice groups.				





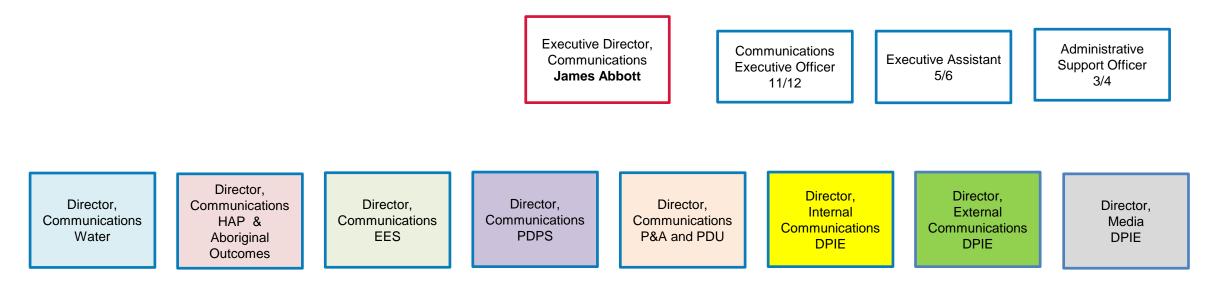
Proposed Operating Structures

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.			





Proposed for consultation

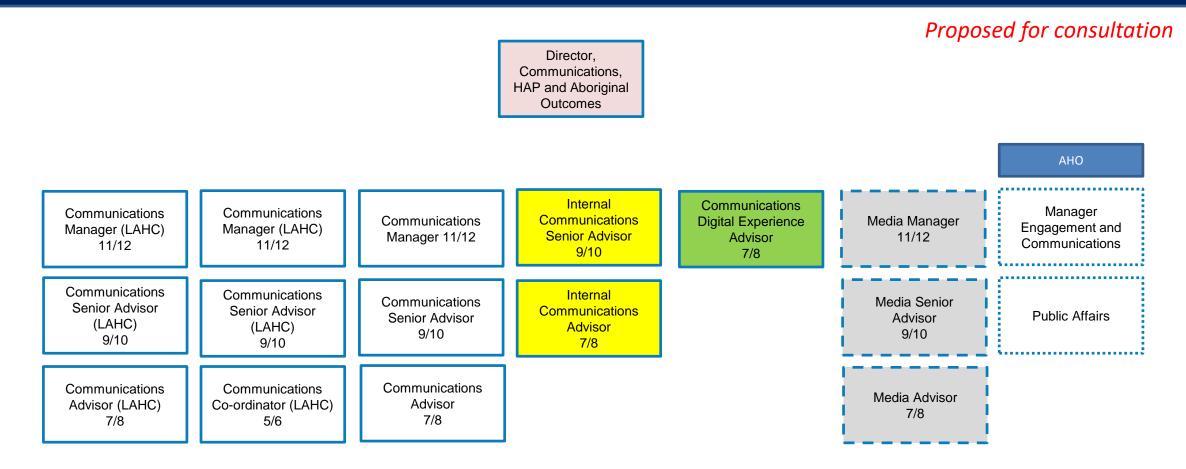


Note: Communications Directors have dotted line reporting to the relevant business group leads.

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

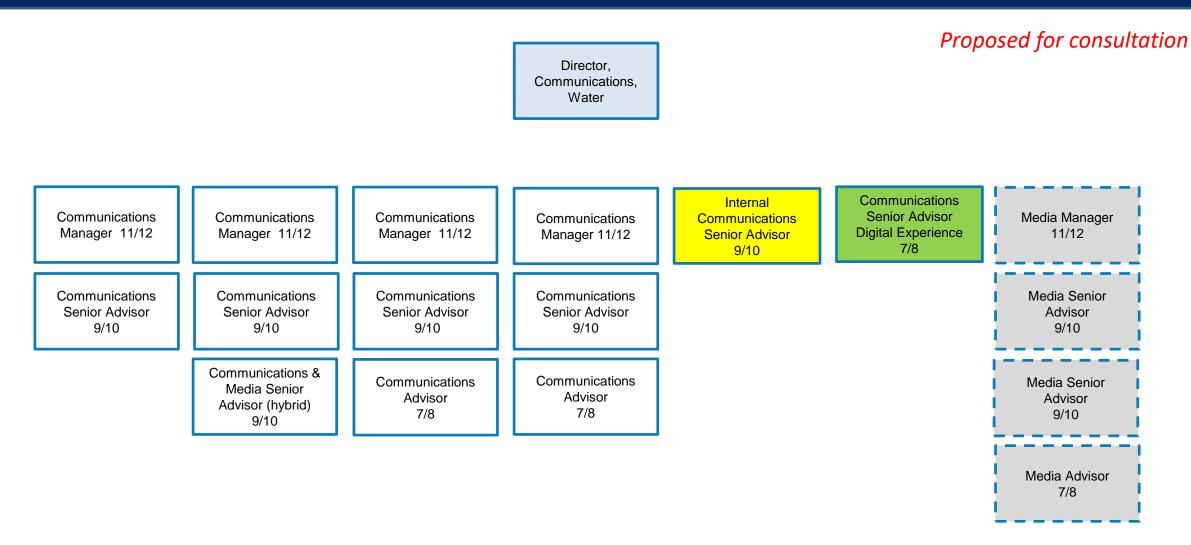




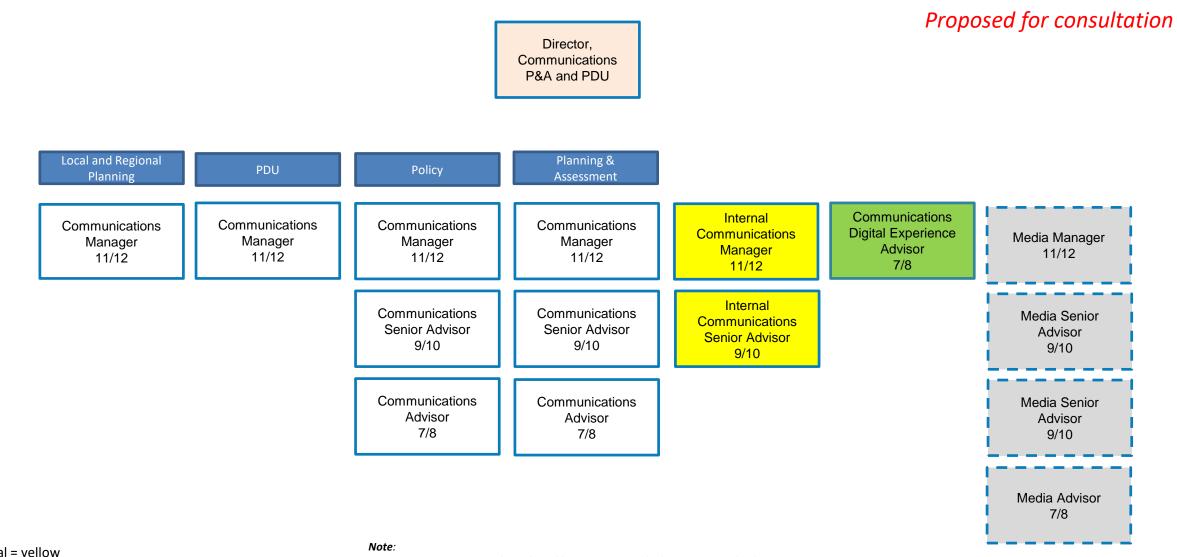
Note:

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









Internal = yellow External = green Media = grey

Key

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



Proposed for consultation Director, Communications, PDPS Placemaking SOPA Green and Resilient GSPI **Public Spaces** Communications Manager Internal Communications Communications Communications Media Manager Marketing Manager Communications & Social Media Senior Communications Manager Manager Manager **Public Affairs** Advisor Senior Advisor 11/12 11/12 11/12 11/12 11/12 9/10 9/10 9/10 Communications Internal Communications Communications Communications Media Senior Senior Marketing Communications **Graphic Senior** Communications Senior Advisor Senior Advisor Advisor Advisor (internal) Senior Advisor Advisor Advisor Advisor 9/10 9/10 7/8 9/10 9/10 9/10 9/10 7/8 Communication Communications Communications Communications Senior Marketing **Digital Experience** Media Advisor Advisor Senior Advisor Advisor Advisor Advisor 7/8 9/10 7/8 7/8 9/10 7/8 Communications Marketing Advisor, Media Advisor Advisor **Digital Corporate** 7/8 7/8 7/8 Marketing Advisor, Key Digital (x2) Internal = yellow Note: 7/8 External = green Communications Directors have dotted line reporting to the business group leads. Media = grey Placemaking and SOPA are dotted line to Director, Communications.



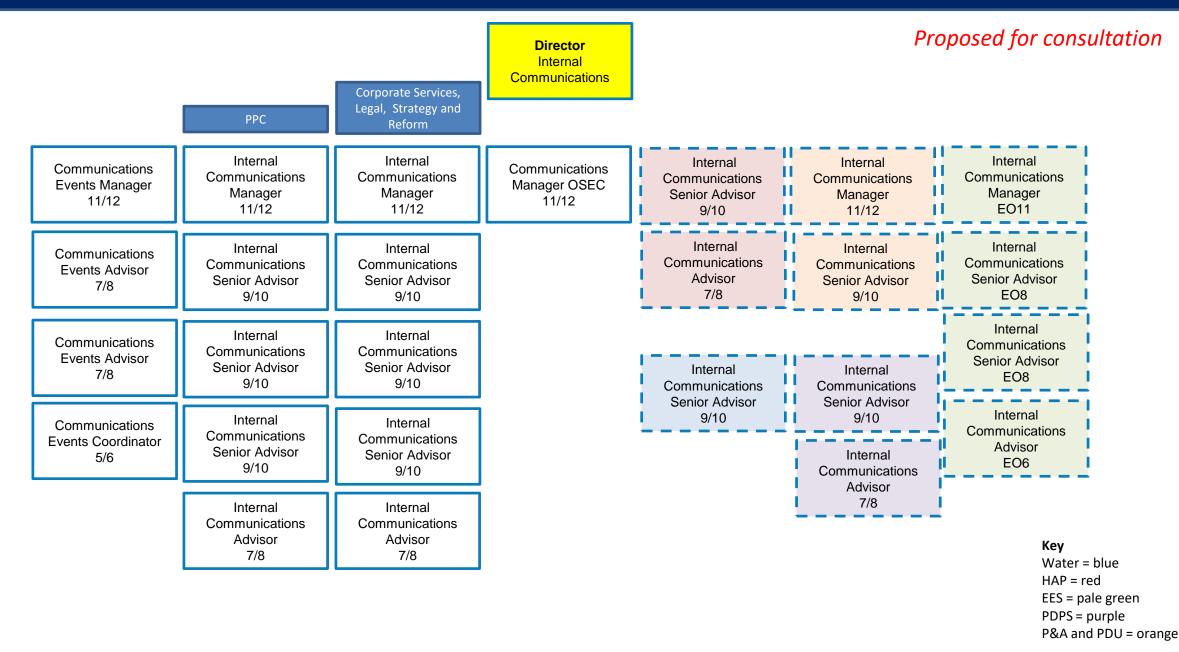
Director, Proposed for consultation Communications Partnering, EES Internal External Communications Communications Media Manager Manager Manager EO 13 EO11 11/12 Internal Communications Communications Communications Media Senior Communications **Content Senior Content Senior** Senior Advisor Advisor Senior Advisor Advisor Advisor 9/10 EO 10 EO8 9/10 9/10 Internal Communications Communications **Communications** Media Senior Communications **Content Advisor** Advisor **Content Advisor** Advisor Senior Advisor 7/8 (x2) 7/8 (x2) 7/8 (x2) EO 9 (x 9) EO8 Internal Communications Communications Communications **Content Officer** Media Advisor Coordinator **Content Coordinator** Advisor 3/4 EO 6 5/6 (X2) 5/6 EO6 Communications Communications **Coordination Officer Content Officer** 3/4 3/4

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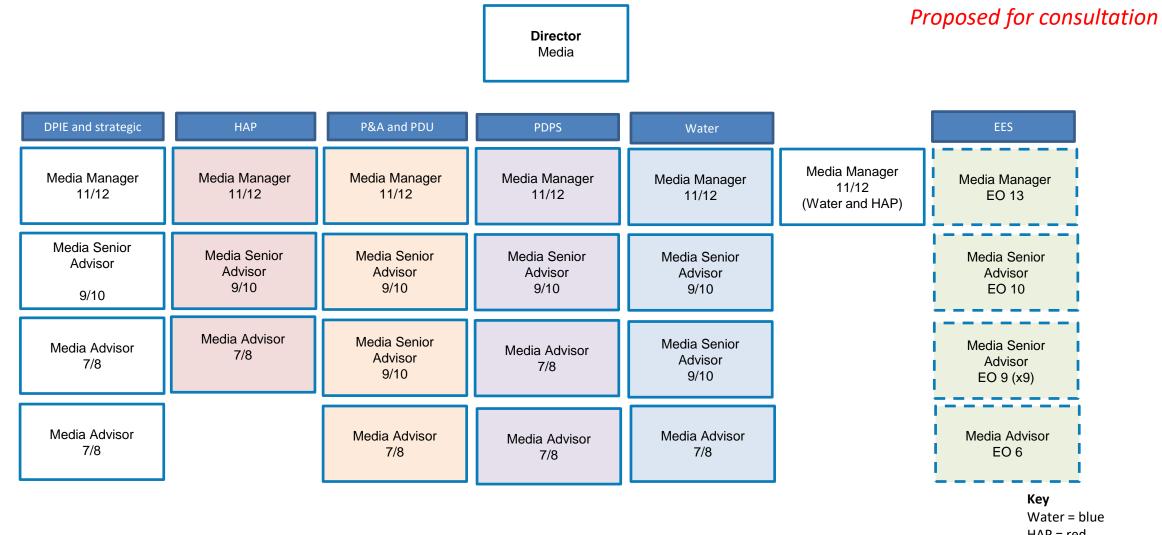
Internal = yellow External = green

Media = grey









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People Performance and Culture Proposed - Communications- External

					Direct Extern Communic	al			Proposed fo	or consultation		
	Education Engagement Manager 11/12	Communications Marketing Manager 11/12	Commun Mana	External Communications Manager 11/12		Digita	nunications I Manager 11/12	Communications Visual Content Manager 11/12	Community Communications Manager 11/12	Community Communications Manager 11/12		
	Education Engagement Advisor 7/8	Communications Marketing Senior Advisor 9/10	ting Senior Communications Con dvisor Senior Advisor Se		ternal nunication r Advisor 9/10	Digita Seni	nunications al Projects or Advisor 9/10	Communications Publishing Senior Advisor 9/10	Community Communications Senior Advisor 9/10			
	Education Engagement Advisor 7/8	Communications Marketing Senior Advisor 9/10	External Communications Senior Advisor 9/10	External Communications Senior Advisor 7/8		Communications Communications Senior Advisor Senior Advisor		Digital	nunications Experience dvisor 7/8	Communications Publishing Advisor 7/8	Community Communications Coordinator 5/6	
		Communications Marketing Advisor 7/8	External Communications Coordinator 5/6			Digital Seni	nunications Experience or Advisor 9/10	Communications Publishing Advisor 7/8	Community Communications Advisor 7/9 (P&A)			
		Communications Graphics Advisor 7/8 (X3)	Communications Social Media Advisor 7/8 (HAP / PDU)			Communications Digital Projects Advisor 7/8		Communications Visual Content Advisor 7/8	Community Communications Advisor 7/8 (HAP & Water)			
		Communications Graphics Coordinator 5/6	Communications Social Media Advisor 7/8 (Water)			Digital	nunications Experience ordinator 5/6	Communications Visual Content Coordinator 5/6	Community Communications Advisor 7/8 (Strategy and Reform and EES)			
••		Communications Graphics Senior Advisor 9/10	Communication Social Media Senior Advisor 9/10		Communicati Experience 7/8 (P&A and Communicati Experience 7/8 (PDP	Advisor PDU) ons Digital Advisor	Communicat Experience 7/8 (HA Communicat Experience 7/8 (Wat	e Advisor B P) tions Digital e Advisor 8		e in the External team but provide ms for delivery across the business		



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 <u>info@accesseap.com.au</u> or use the website (<u>www.accesseap.com.au</u>) to access confidential counselling support by phone.



Questions?



Daring - Collaborative - Creative - Kind - Inclusive