

Branch consultation

Strategic
Communications and
Engagement

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Background and Context

Starting Point

JUNE: Created ongoing Social Media team and temporary COVID comms team. Commissioned Organisational Development support for branch integration

JULY: Directors and Managers identified key themes to improve the integration of new and existing teams in the branch. Branch meetings updated whole branch on discovery work, themes and next steps

AUGUST: Directors and Managers worked with Org Dev to identify gaps and potential solutions for inclusion in branch proposal, Directors' meeting to discuss feedback

SEPTEMBER: Proposal developed for Executive approval

Key themes and actions



Leadership: Workshops with Directors and Managers on style and impact, StrengthsFinder and coaching across branch

Building Trust: Branch-wide workshops to address behavioural triggers, improve understanding and support effective team working

Role Clarity: individual workshops with Directors and Managers, CORE chat training for all staff to support team engagement

SCE Strategy Development: To be progressed

Branch Structure: Identified workload and ongoing requirements for contract roles, gaps in service delivery, need for teams' role definition

Benefits of the Proposed Structure

- Acknowledges the changes and successes in the delivery of communications over the last three years
- Increases number and scope of permanent roles within the branch
- Builds on earlier consistency in public health communication delivery coupled with focus on measurement and evaluation to improve outcomes
- Builds capacity and supports integration of delivery across teams
- Provides opportunity to continue to extend customer focus in all communications output
- Enhances system communications
- Supports consistency in our approach to accessible, CALD and Aboriginal communications
- Consistent with strategic direction of NSW Health and Future Health strategy

Current structure



Executive Director	Band 2
Executive Assistant	Grade 5/6

T	Director, Public Health Communications	Band 1
T	3 X Manager	Grade 11/12
T	4 X Senior Communications Officers	Grade 9/10
T	1 X Stakeholder Engagement Officer	Grade 7/8

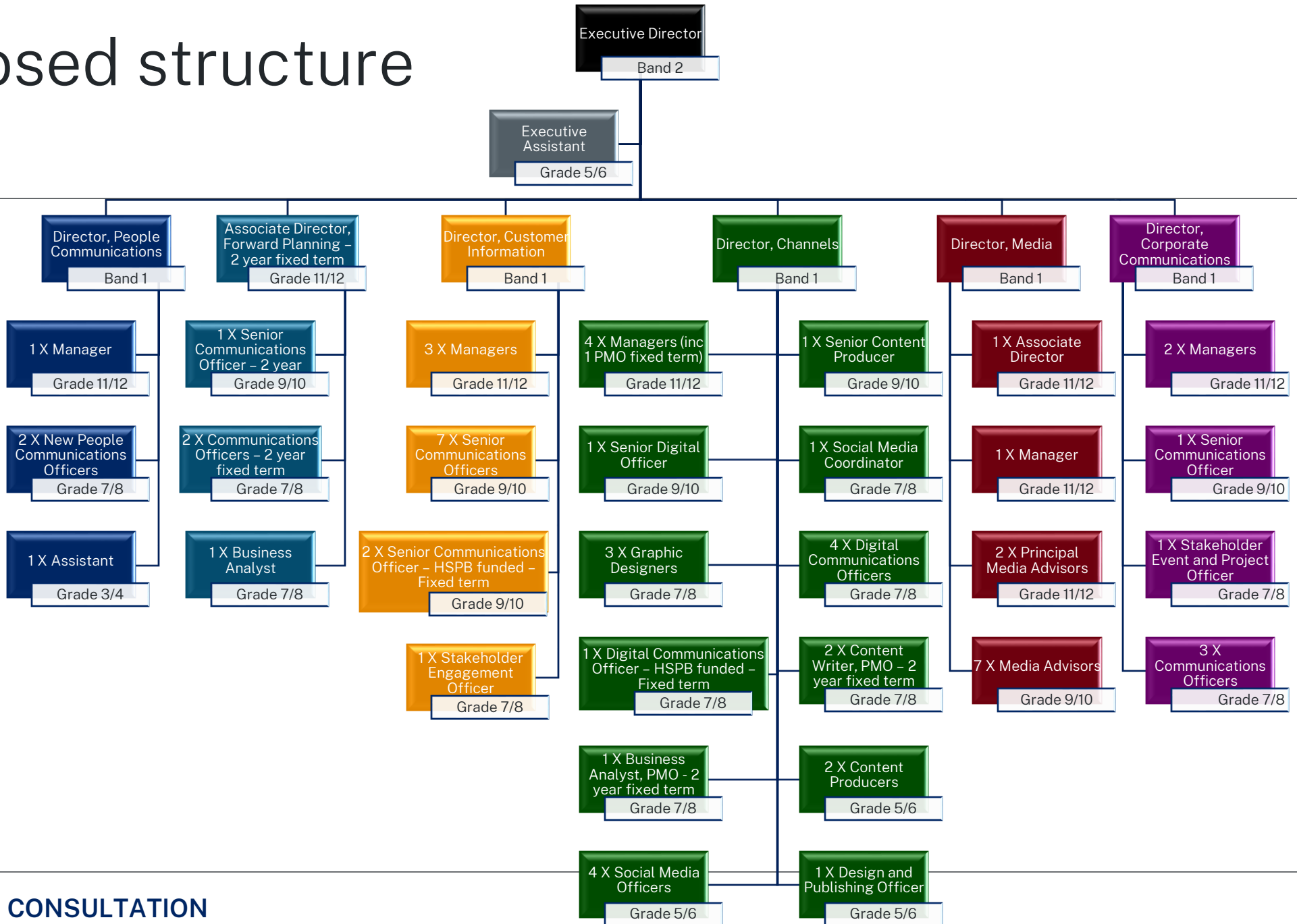
P	Director, Communications	Band 1
P4	4 X Managers	Grade 11/12
C1	1 X PMO Manager	
P	1 X Senior Content Producer	Grade 9/10
P	3 X Senior Communications Officers	Grade 9/10
P	1 X Senior Digital Officer	Grade 9/10
T	2 X Senior Communications Officer (HSPB funded)	Grade 9/10
C	1 X Senior Digital Communications Officer	Grade 9/10
P	1 X Social Media Coordinator	Grade 7/8
P1	1 X Graphic Designer	Grade 7/8
C2	2 X Graphic Designers	
P	2 X Digital Communications Officers	Grade 7/8
C	2 X Digital Communications Officer (HSPB/CPH funded)	Grade 7/8
C	2 X Content Writer, PMO	Grade 7/8
C	1 X Business Analyst, PMO	Grade 7/8
P	2 X Content Producers	Grade 5/6
P	4 X Social Media Officers	Grade 5/6
P	1 X Design and Publishing Officer	Grade 5/6

P	Director, Media	Band 1
T	1 X Associate Director	Grade 11/12
P	1 X Manager	Grade 11/12
P	1 X Principal Media Advisor	Grade 11/12
P	5 X Media Advisors	Grade 9/10

P	Director, Internal Communications	Band 1
P	1 X Manager	Grade 11/12
T	1 X Corporate Communications Manager	Grade 11/12
P	1 X Senior Corporate Communications Officer	Grade 9/10
P	1 X Stakeholder Event and Project Officer	Grade 7/8
C	1 X Communication Specialist	Grade 7/8
P	1 X Internal Communications Assistant	Grade 3/4

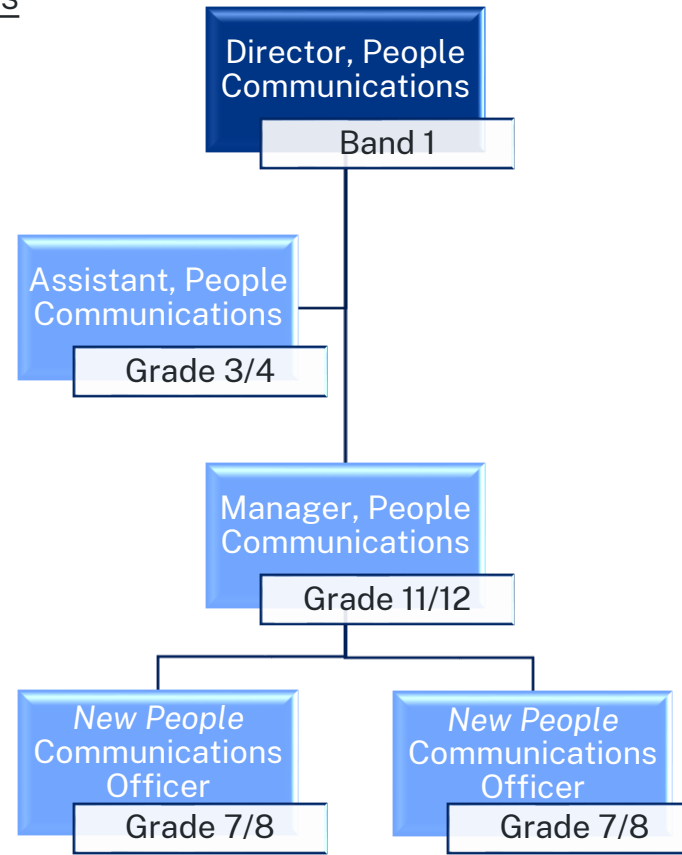
P	Permanent
T	Temporary
C	Contingent

Proposed structure



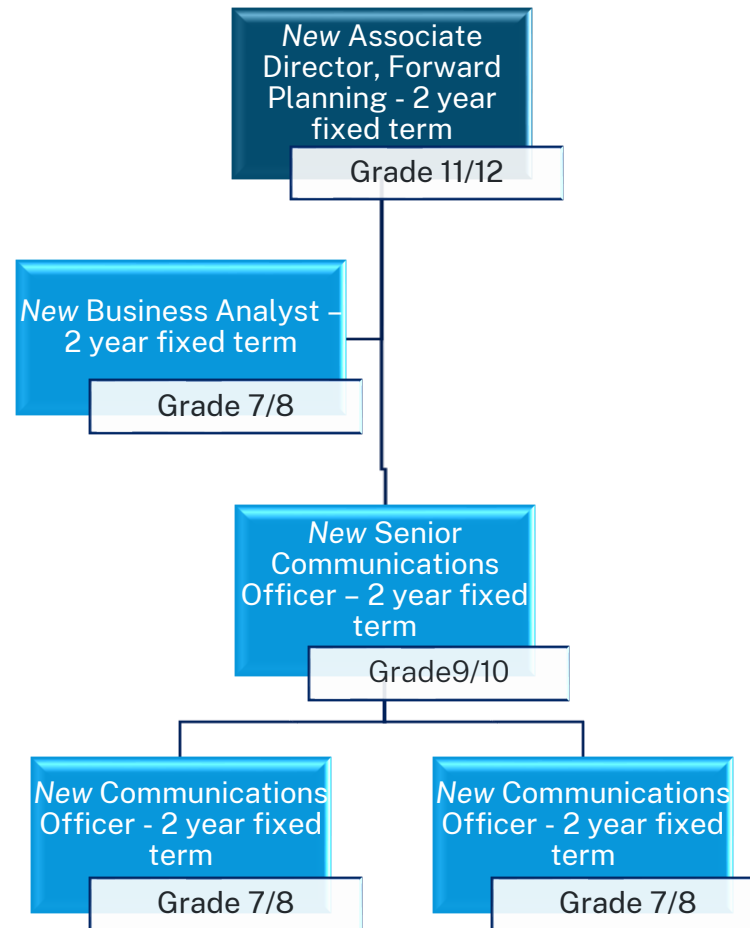
Proposed structure by team

- Proposed structure – People Communications



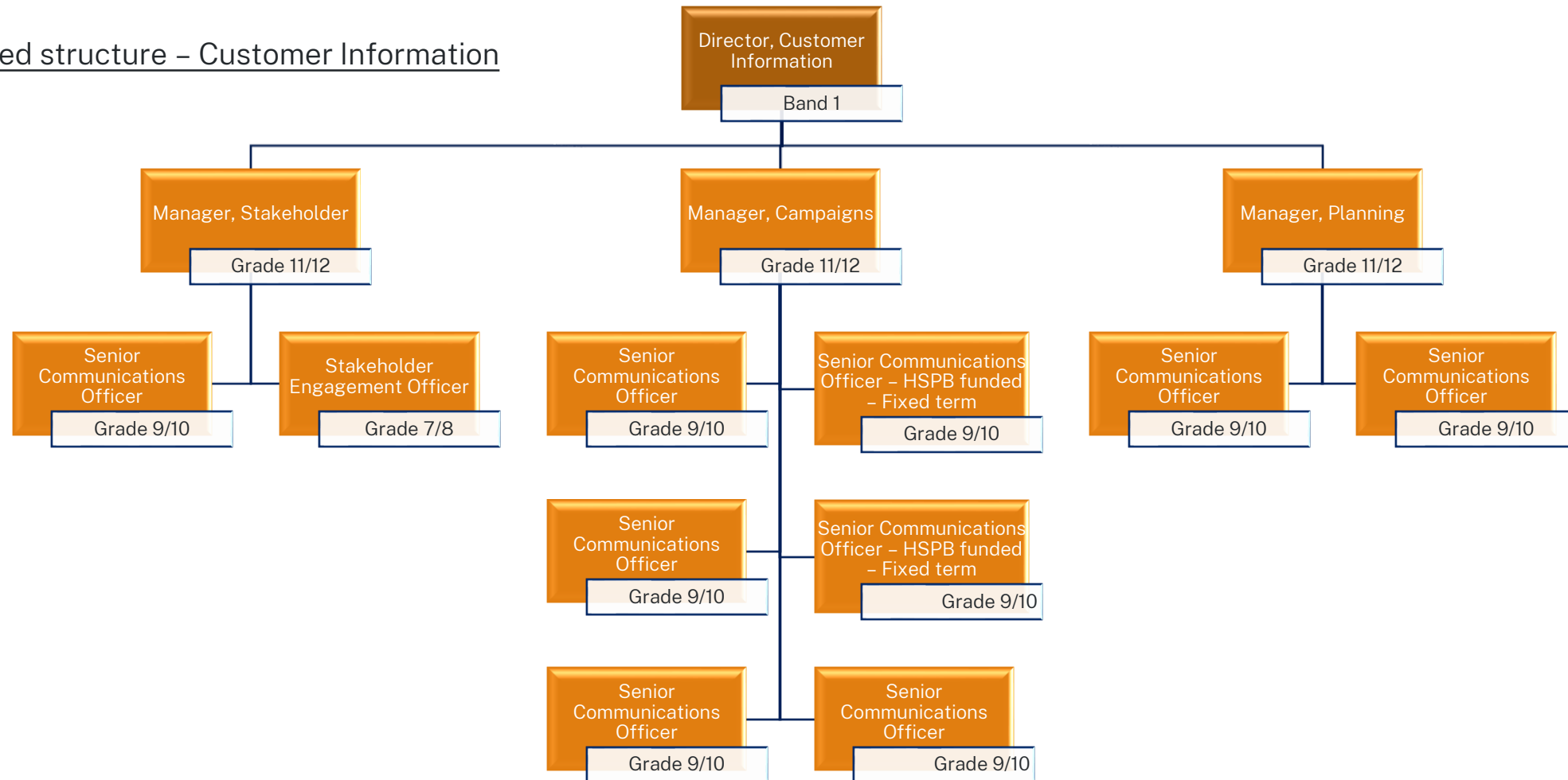
Proposed structure by team

- Proposed structure – Forward Planning



Proposed structure by team

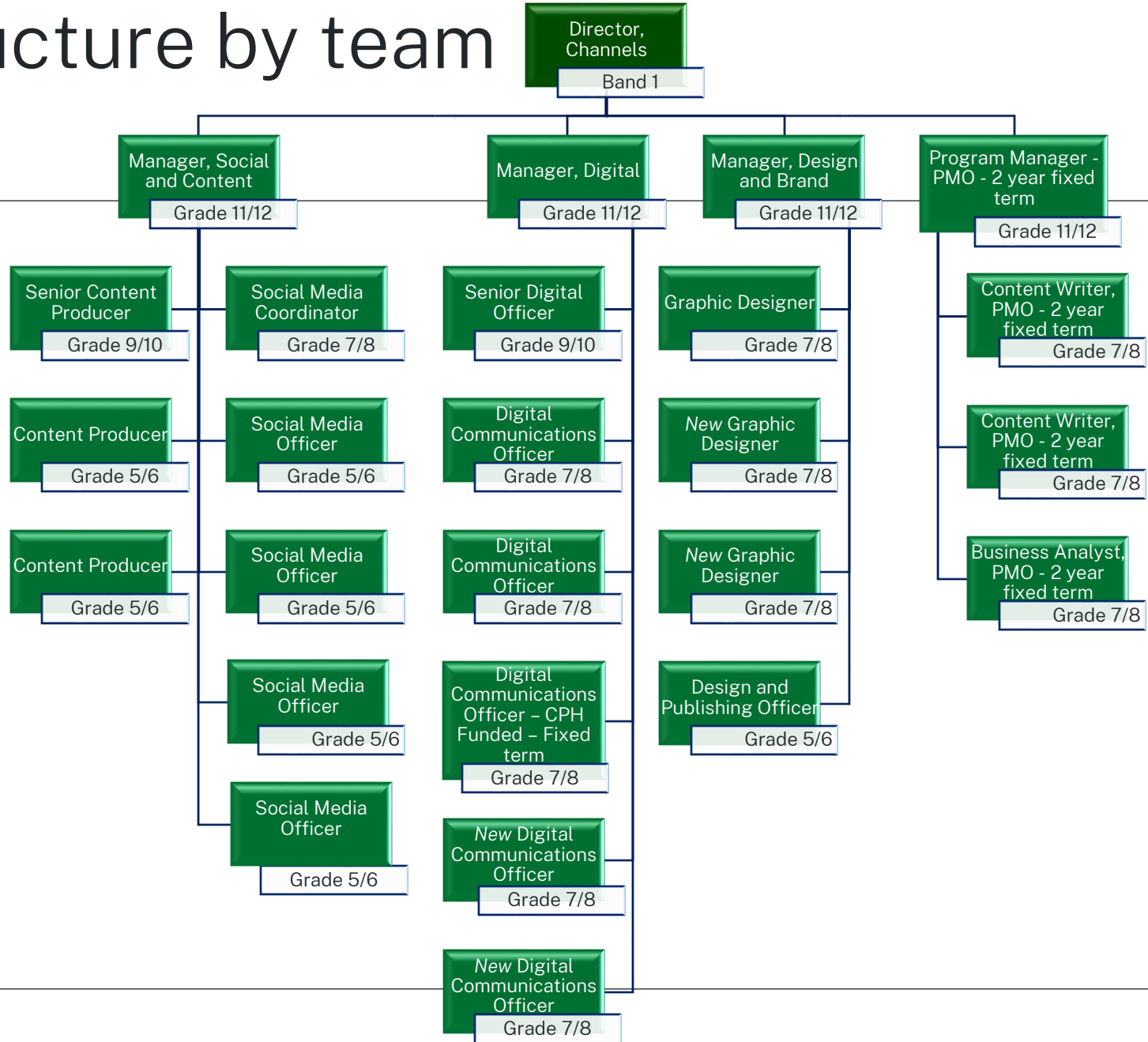
- Proposed structure – Customer Information



Proposed structure by team

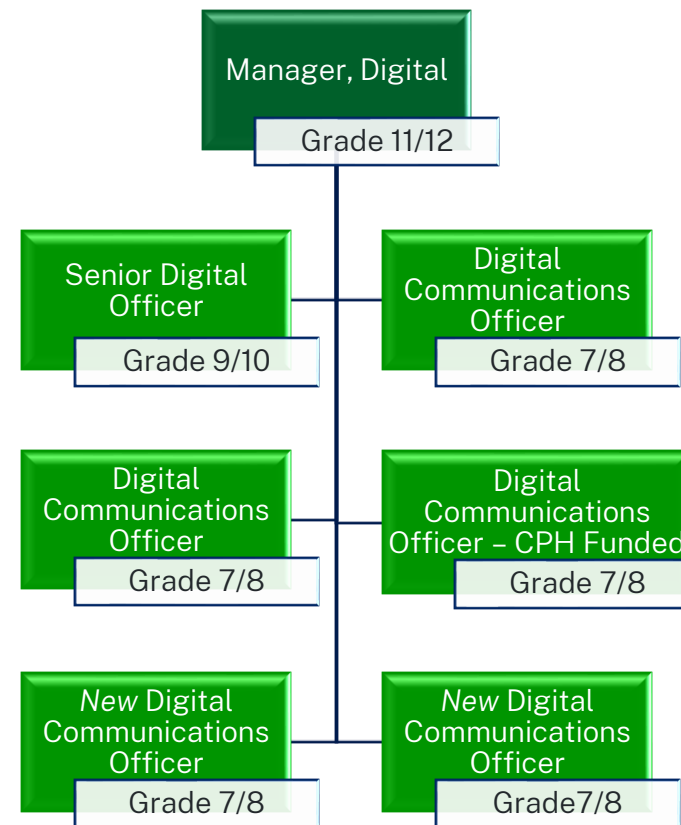
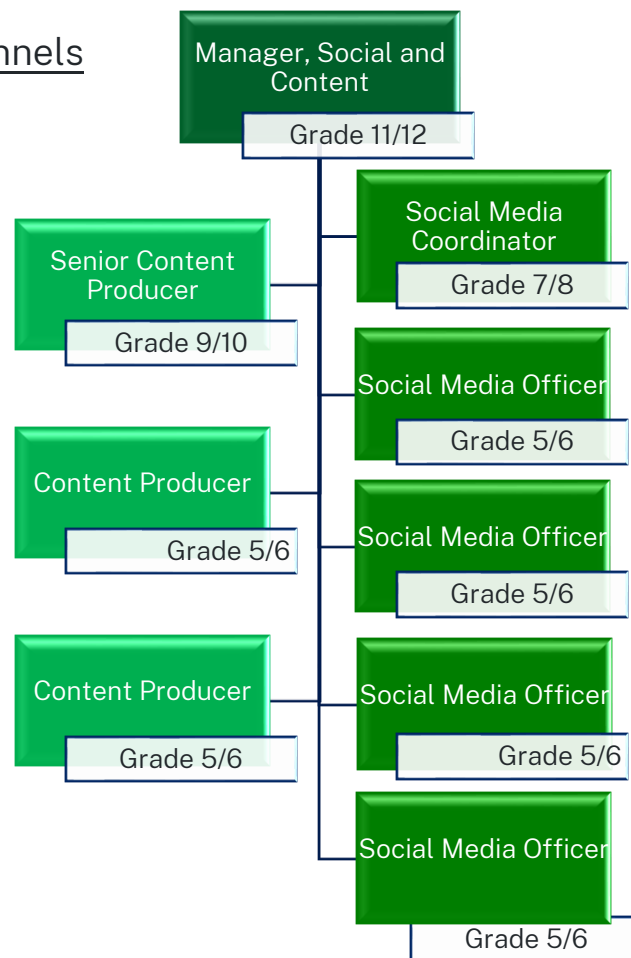


- Proposed structure - Channels



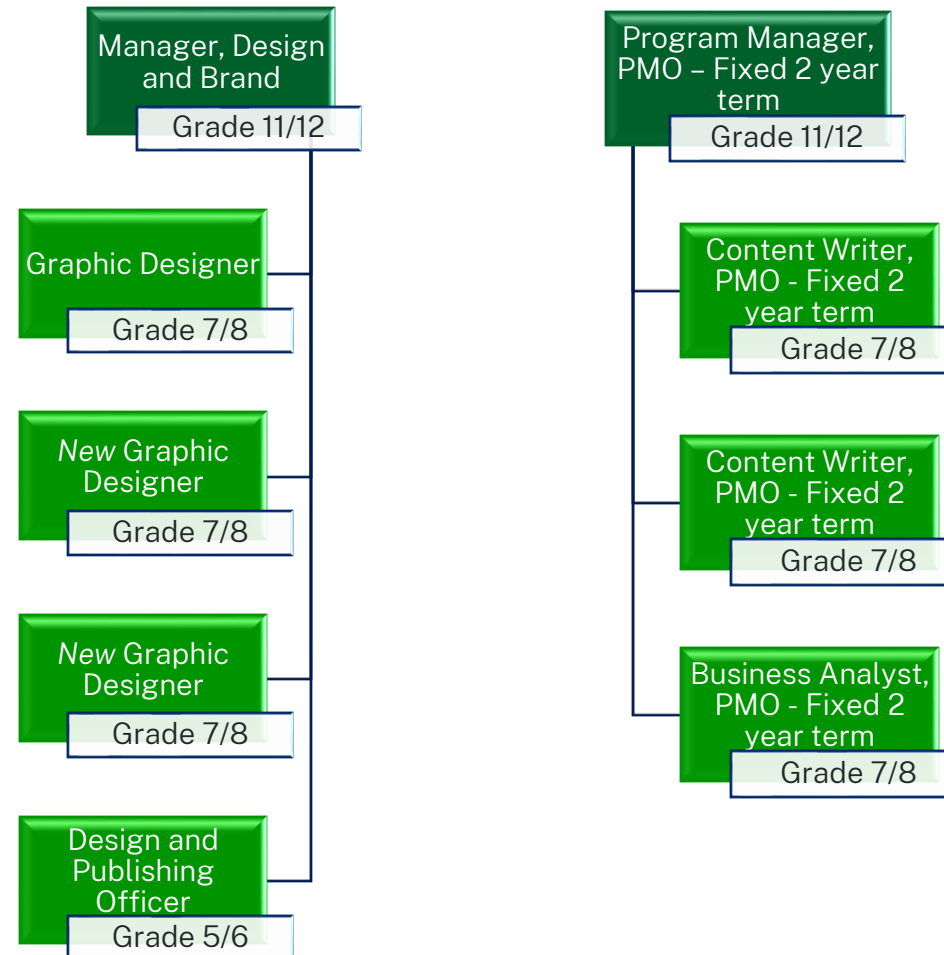
Proposed structure by teams

- Proposed structure – Channels



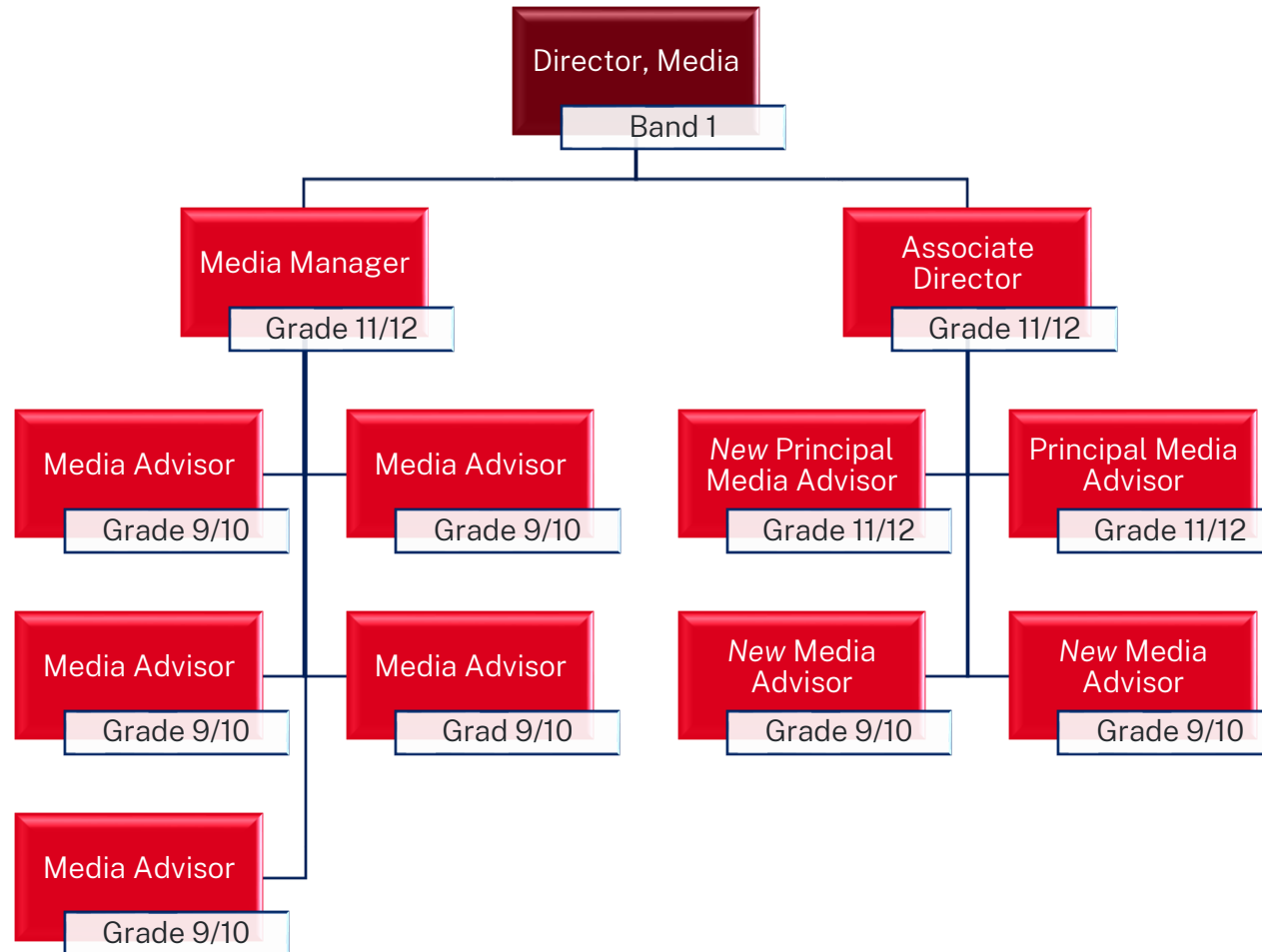
Proposed structure by teams

- Proposed structure – Channels



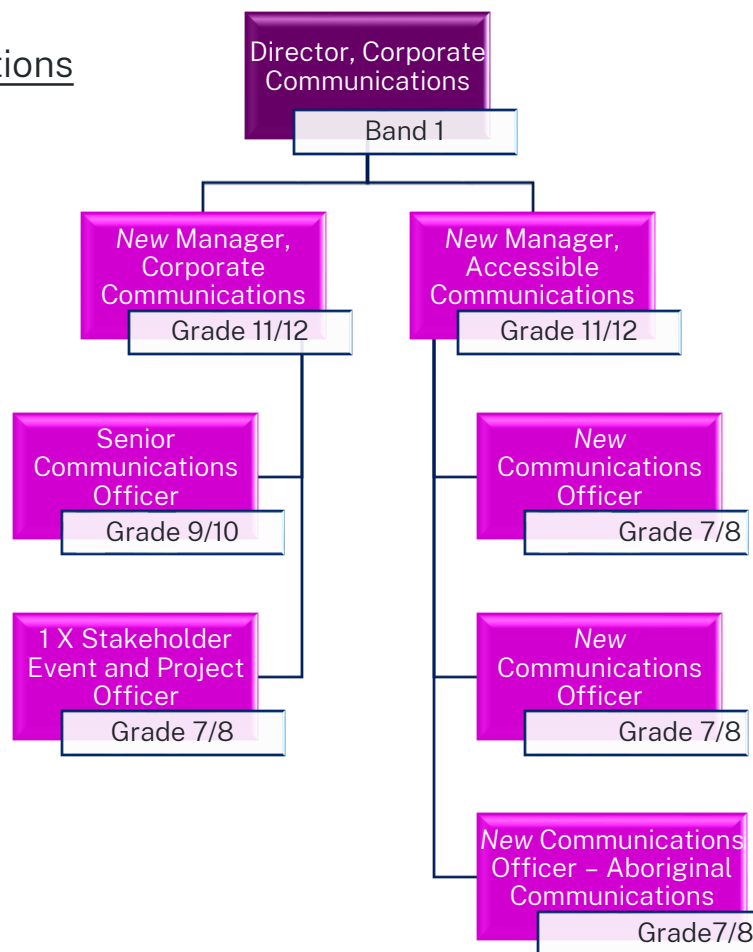
Proposed structure by team

- Proposed structure – Media



Proposed structure by team

- Proposed structure – Corporate Communications



Consultation



The **formal consultation** is when the proposed structure is consulted on with ongoing and temporary staff, and unions/industrial associations. You are encouraged to participate in this process.

The formal consultation period commences on **Thursday, 8 December 2022** and will go for 2 weeks, closing on **Thursday, 22 December 2022**.

All **draft role descriptions** for proposed roles are PSC compliant and will be available for review during the consultation period.

Email any feedback, concerns and suggestions about the proposed structure and role descriptions to MOH-SCEConsultation@health.nsw.gov.au

The Ministry adheres to the requirements of the Ministry's *Restructuring Policy and Procedures – NSW Ministry of Health PD2013_042*

Restructure Policy & Procedures



Stage 1:

A matching process will be undertaken in line with [Restructuring Policy and Procedures - NSW Ministry of Health \(PD2013_042\)](#)

Eligible staff may be potentially matched to updated role descriptions for example which may include a change of title, reporting line or minor change to accountabilities.

Subject to meeting the focus capabilities, staff who are not directly matched will be afforded priority consideration for positions at their substantive grade in the new structure

Stage 2:

- Eligible employees express interest for two preferences at grade/equivalent classification, and invited to submit: (1) a cover letter identifying their preferences and outlining their suitability regarding the essential requirements and capability levels required for the role/s (2) an updated CV; (3) responses to two targeted questions for the role/s.
- The panel will undertake a suitability assessment for all eligible employees for roles at grade / equivalent grade.
- If there are more eligible employees than available roles at grade, or more than one employee expressing interest in a role, an internal priority assessment process (competitive merit) will be undertaken.
- The panel will review capabilities of eligible employees against those required for new roles at the same / equivalent grade, firstly having regard to employee preferences and then anywhere across the branch. Appointments will be made based on merit where applicable.

Stage 3:

All other substantively vacant roles externally advertised, including roles for which a suitable applicant has not been found in Stage 2.

At this stage staff who have been matched in Stage 1 or who have successfully applied for a position 'at grade' during Stage 2 may apply for a more senior position if they wish to do so. Recruiting for any resulting vacancies will also occur at this stage.

Support for Staff

- ▶ We realise this process may be unsettling for some and the following support is offered for staff:
 - Your manager and Director is there to support you through the change, speak to them in the first instance
 - Contact Suzanna White - Executive Director SCE, Nina Gavan – Senior HR Business Partner or Chelsea Starkey - Associate Director for further information about how your role may be impacted
 - Employee Assistance Programme offers a free, confidential counselling service www.convergeinternational.com.au or Freecall 1300 687 327
 - To discuss any HR related issues or matters including policy queries or your circumstances - please contact [Nina Gavan](#), Senior HR Business Partner or [Chelsea Starkey](#), Associate Director, People & Culture
 - Public Service Association (PSA)

Launch of branch structure consultation



Next Steps

- The consultation period runs from **Thursday, 8 December 2022** to **Thursday, 22 December 2022**.
- Further information including today's presentation, change management plan, draft role descriptions and FAQs are available at [SCE Branch Structure Resources](#) located in SCE Teams channel
- Provide any feedback by Thursday 22 December 2022 to MOH-SCEConsultation@health.nsw.gov.au.
- All feedback will be considered/assessed, and the final structure will need to be approved by the relevant delegate at the Ministry of Health

Support

- [Employee Assistance Program \(EAP\)](#) is a free, confidential counselling, coaching and wellbeing service available to all ministry employees. To make an appointment call 1800 337 068 or book online at [Converge International's online booking system](#).
- If you have any questions or concerns, speak to you manager or arrange a time to discuss further with Suzanna White, Executive Director SCE or a member of the HR team (Nina Gavan, Senior HR Business Partner or Chelsea Starkey, Associate Director People & Culture).

Questions?