



# Communications CROSS AGENCY NETWORK

**Tuesday 8 February 2022**

Welcome to the first ComCAN Newsletter for 2022, designed to fill the information space between quarterly ComCAN meetings with topical updates for Australian Public Service (APS) communications professionals.

A huge thank you to the Media and Communication Branch at the Department of Defence for their great effort in 2021, and we recommend a visit to the YouTube [ComCAN Network Channel](#) for a refresh of their last two events.

## ComCAN events for 2022

Happy 2022! Spoiler alert: We're still in a pandemic! Due to the evolving, and ongoing nature of COVID-19, we will aim to host a combination of in-person and virtual events, using GovTEAMS, to allow for continued engagement and flexibility.

## Strength (and knowledge) in numbers

Keep spreading the word about ComCAN to your APS colleagues! We are always happy to welcome new members to the community. Please send the details of any new member's names and email addresses to [comcan@digitalhealth.gov.au](mailto:comcan@digitalhealth.gov.au)

## We want to hear from you!

As in the past years, we would like to showcase the fantastic work that members are doing across the APS. The incredible network of about 900 members is a great way to share stories about the good work happening across the service!

If you, or your team, would like to be featured in a ComCAN newsletter, or you would like to present at a ComCAN event, please email us at [comcan@digitalhealth.gov.au](mailto:comcan@digitalhealth.gov.au)

## ComCAN Noticeboard



### April meeting

*Details to be confirmed*

Stay tuned for details of the first meeting for 2022.



### Job opportunities

*Do you have a job you would like advertised in our next newsletter?*

Let us know, via email [comcan@digitalhealth.gov.au](mailto:comcan@digitalhealth.gov.au)



### What would you like to hear about?

*Is there a topic you would like covered in our newsletter?*

If so, [let us know!](#)

## Department of Health APS Opportunities

The Department of Health is an exciting place to work, and we're looking for a number of communication professionals to join our team. Working with us, you'll be joining a collaborative and engaged team in a great department. But don't take our word for it, check out our [2020 staff census results](#). Health supports flexible teams and flexible work arrangements, and our offices are centrally located in the Woden Town Centre.

We looking for APS5-EL2 communication professionals to support our ongoing response for the COVID-19 pandemic and vaccine rollout, and deliver communication that has a direct and measurable impact on the health of all Australians. The roles we currently need to fill are for periods of up to 12 months, or temporary transfer.

### Media team

These positions require exceptional media management and crisis communication skills. Candidates should have strong experience in a similar media management role, or in the media.

- EL2 x 1
- EL1 x 1
- APS 6 x 1

### Strategy team

These positions require highly specialised skills delivering large, national communication strategies. Candidates should have demonstrated experience contributing to the development, delivery and evaluation of large scale communication strategies, plans and activities.

- EL1 x 1
- APS6 x 2
- APS5 x1

If you are interested, please email a current resume and note the role/s you are interested in to [Anita.Agett@Health.gov.au](mailto:Anita.Agett@Health.gov.au) by close of business on **Monday 14 February 2022**.

## **Department of the Prime Minister and Cabinet APS Opportunity**

### **Two APS6 Digital Communications Adviser (Social Media) roles**

12-month non-ongoing opportunity (possibility of extension or making ongoing after the 12 months) to start ASAP.

We are looking for two APS6 Digital Communications Advisers to join the Digital Communications Team in Communications Branch at the Department of the Prime Minister and Cabinet.

#### **About the team**

The Digital Team is on the front line of the Department's Digital First approach, delivering strategic digital solutions for the Department's communication priorities. The team advises on and builds digital solutions for internal and external audiences, manages digital channels such as web, intranet and social media, and develops content for our digital platforms. Our channels include: Australia.gov.au; PM&C, Indigenous.gov.au and the National Indigenous Australians Agency.

#### **About you**

As a Digital Communications Adviser you think holistically about content across online channels. You will be responsible for developing and publishing rich content for PM&C and NIAA social media platforms and websites. You will have at least 3 years' experience administrating social media platforms and be able to provide best practice advice on the development of social media content and the use of Content Management Systems.

We are looking for a team member who has passion and drive and exciting ideas for how we can engage online. You will join a friendly, collaborative, supportive and open team where your input and ideas will be valued.

Our ideal candidate will be able to manage content from ideation to publishing and evaluation, while working across competing priorities and different policy areas.

The Digital Communications team works in a fast-paced environment and each member is required to juggle multiple priorities while staying attuned to stakeholder needs and obligations.

This position is open to current ongoing and non-ongoing employees of the public service and requires a Baseline security clearance. Temporary transfers will be considered if this works for home agency.

If you are interested in the role, we are looking to fill the roles ASAP. Please email your CV and a short cover letter to the Director Helene Banks at [Helene.banks@pmc.gov.au](mailto:Helene.banks@pmc.gov.au) by **COB Friday 11 February 2022**.

## **Getting to know your 2022 ComCAN hosts – The Australian Digital Health Agency**

We have a vision of improving health outcomes for all Australians through the delivery of digital innovation, health systems and services. As a statutory Commonwealth authority, we are overseen by a 10-member board and have been operating since 2016 under an Intergovernmental Agreement between the Australian, state and territory governments.

Accelerated and amplified by the coronavirus pandemic, the Agency's rollout of digital health innovation has been marked by a major shift from paper to electronic prescriptions, upgrades of the My Health Record system to include easier access to COVID-19 information including vaccination certificates, improved healthcare provider and hospital access to their patients' key health information and online pathology reports. These advances have helped connect Australia's healthcare system.

### **Communications and Marketing Branch (CAM)**

Supporting the organisation of around 470 staff in Sydney, Canberra and Brisbane is a 22-strong communications and marketing team responsible for a full suite of marketing and communications services.

Delivering brand consistency, alignment and value-for-money outcomes using an account management approach across media, proactive PR, creative production, websites and social media across owned, earned and paid communications, our objectives are to:

- increase understanding of digital health
- drive use of digital health technology
- improve sentiment towards digital health tools by showing progress.

The program works, evidenced by strong diagnostics, positive messaging around digital health solutions and the positive impact on people's perceptions about what the government was doing to better connect the healthcare system.

## 2021 showcase

- [My Health Record](#) – big picture statistics
- [Digital Bytes](#) – the latest insights and news from key healthcare providers, organisations and leaders
- [Preserving bush medicine](#) – Aboriginal and Torres Strait Islander people can upload their own uses of bush medicine to My Health Record in a personal health summary, allowing healthcare providers to deliver more holistic treatments while helping to preserve key cultural heritage.
- [Clinician Vaccine Integrated Platform \(CVIP\)](#) – assisting health professionals to manage vaccinations and reporting to the Australian Immunisation Register (AIR), including healthcare provider support.
- [Wirraka Maya Health Service at Port Hedland \(WA\)](#) – producing record results in use of technology to ensure better connected care for local patients.
- [LinkedIn](#)
- [Facebook](#)
- [Twitter](#)