

## Emily Arlidge

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**From:** Emily Arlidge  
**Sent:** Friday, 27 August 2021 3:34 PM  
**To:** Erinn Swan; Jon Persley  
**Subject:** RE: Digital team operations note and recommendations

Thanks – I'll have a read through, and I've booked half an hour in Jim's diary next Friday

**From:** Erinn Swan <Erinn.Swan@ministerial.qld.gov.au>  
**Sent:** Friday, 27 August 2021 3:29 PM  
**To:** Emily Arlidge <Emily.Arlidge@ministerial.qld.gov.au>; Jon Persley <Jon.Persley@ministerial.qld.gov.au>  
**Subject:** FW: Digital team operations note and recommendations

Hello,  
Please find attached the note I've done for Jim as requested and a proposed roster to facilitate recommendations. Jim was keen for me to forward on to you and we will meet next week to finalise our approach.  
Erinn.

**From:** Erinn Swan  
**Sent:** Friday, 27 August 2021 3:15 PM  
**To:** Jim Murphy <Jim.Murphy@ministerial.qld.gov.au>  
**Subject:** RE: Digital team operations note and recommendations

Thanks Jim, sounds good.  
Please find attached.  
Erinn.

**From:** Jim Murphy <Jim.Murphy@ministerial.qld.gov.au>  
**Sent:** Friday, 27 August 2021 1:31 PM  
**To:** Erinn Swan <Erinn.Swan@ministerial.qld.gov.au>  
**Subject:** Re: Digital team operations note and recommendations

Erinn  
Thanks . Send me a copy to read and then we should meet to go through.  
Jim

Sent from my iPhone

On 27 Aug 2021, at 1:22 pm, Erinn Swan <Erinn.Swan@ministerial.qld.gov.au> wrote:

Hi Jim,  
I have put together a note for you as per our discussion that lays out some recommendations for changes that can be made to the team to ease the pressure on the digital team, make things run a bit more smoothly and predictably, and especially make sure the weekend load is more manageable.  
Would you like me to email that to you directly or would you prefer me to bring up a hard copy to go through with you?  
Thanks,  
Erinn.

**Erinn Swan**

Social Media Manager

**Office of the Hon. Anastacia Palaszczuk MP**

Premier of Queensland and Minister for Trade

---

P 07 3719 7026 M s73(2) irrelevant

1 William Street, Brisbane QLD 4000

PO Box 15185 City East QLD 4002

Released under RTI - DPC

## DIGITAL TEAM OPERATIONS NOTE FOR JIM

### Rationale

The Premier's social media presence has expanded in the last two years.

COVID--19 has necessitated high quality, clear and timely messaging from the Premier's social media accounts, as a matter of public safety.

The digital strategy that is working very well for the Premier, pioneered by the Digital Director, has been one of volume and video.

- Volume - posting consistently, multiple times a day, 7 days a week, on multiple channels with multiple forms of content (Long form text, high quality graphics, high quality video). This is a way to get around the algorithms that favour paid content, and content that encourages engagement. The combination of the high production quality of the content and the volume of the content combines to get very high reach and a large following for the Premier on her channels. It grows - in spite of very little paid strategy - daily.
- Video - High quality live health updates, with up to 20k viewers at a time, a first for a State Premier. High quality video products, inspired by major news networks and entertainment networks - our competition for our key messages.

These two things - volume and video - require lots of resources. Staff are required 7 days a week.

Importantly, in the high stakes pandemic environment, content must go through layers of extra approval before it is published (health staff, senior digital staff, senior media staff, on occasion the Premier herself). Health messages are ever-changing and the detail must be factually correct and clear. This is resource-intensive.

So - with a growing digital team under increased pressure it has been decided a fresh look at how the team operates day to day, Monday to Sunday, is needed.

### Purpose

The purpose of these recommendations are:

1. To reduce the burden on current staff, improve work-life balance, and make sure people don't "burn out"
2. Bridge the "gap" between staff on level 31 and level 40. Foster an efficient, productive working relationship between the rest of the Premier's office and the digital unit.
3. Create a team culture where digital staff feel valued and appreciated

## Recommendations

### 1. Roster

Currently, no official recorded rostering system exists for the whole team.

A proposed global roster for the full team has been created. Please see attached.

The aim is to give certainty to staff about when they are working and not working, and to share the load of weekend work more evenly. It has been developed following consultation with the individuals on the team.

#### **The “weekend solution”**

This roster suggests a 2-weekly rotation for weekends for senior staff, and a 3-weekly rotation for the rest of the team. Once this is in place, most of the team will work every third weekend instead of every second.

Weekend staffers receive the Monday after that weekend off as their RDO. In the event they would like to switch this day to a day of their choosing, they must negotiate with the team manager to make these arrangements, and efforts will be made to accommodate requests where possible.

In order to facilitate this roster, the below staffing arrangements are required, including one new hire.

### 2. Expanding staff, especially on weekends

**New staffing arrangements are required to facilitate this new roster, especially on weekends.**

Each weekend requires:

MANAGER - Emily or Erinn (SO's, no RDO required)

LEAD - s73(2) irrelevant (Senior AO's, RDO required)

Copywriter - 1 of three copywriters (RDO required)

Camera Operator - 1 of three camera operators (RDO required)

Video editor - 1 of three video editors (RDO required)

A typical weekend shift is 8am to 1 or 2pm. A very busy weekend, with a lockdown announcement or similar can be much more time-consuming.

**Following discussions with Jim, recent efforts have been made to pull back on weekend expectations on the team.** However, live COVID-19 updates and essential health messages continue to take place on weekends, necessitating a weekend solution.

Staff typically work from home on weekends, except for the camera operators who need to drive to and from locations to facilitate live press conferences and ministerial ops.

The team already has two hires currently in the interview phase - one is a replacement and the other is a new junior copywriting role. **Additionally, this report recommends one more hire and 2 new “borrowed” staffers to assist on weekends.**

This report recommends:

- One new hire: One junior video editor

Management functions

because we do not have enough video editing capacity. This person is required as a full time staffer, but a junior editor will suffice.

- One “borrowed” Camera Operator for weekends only

s73(2) irrelevant from the DP's office was originally on the digital team. He is a camera operator and editor. If [ ] can assist the digital team one weekend in every three weekends it will allow the camera operators to work 1 in 3 weekends, instead of every two weekends, or even a two or three weekends in a row if one is off sick.

- One “borrowed” media staffer to do a copywriting/posting role on the weekend once every three weeks

There are many talented people in the media team who would be available to assist the digital team once every three weeks to cover a copywriting role.

This has the added benefit of beginning the necessary process of upskilling some of the media staff in digital, and assists to begin building relationships between the digital team and the media team.

Once these new arrangements are in place, the team will look as follows.

Director	Emily
Team Manager	Erinn
Strategy	s73(2) irrelevant
Team Lead	
Copywriter	
Copywriter	Currently hiring
Graphic designer	Replacement: currently hiring
Graphic designer	
Video editor	
Camera/editor	
Video editor	Suggested new hire
Camera	
Camera	
Weekend Camera operator/editor	Borrow from DP's office - weekend
Weekend copywriter	Borrow from media team - weekend

### 3. New internal system and process

This has already happened. We have transitioned from "Teams" and "Workplace" to Google Sheets, Google Docs, and Workplace combined.

Feedback from the team is that the new system is more efficient and causes less headaches and "double handling" of content than the former model.

Teams will continue to be used for the new rostering system. Efficiencies in how we operate internally will continue to be sought with continued consultation with the team on better ways to do things.

### 4. Weekly report for distribution to the rest of the Premier's office

The digital team is putting together a framework for a weekly insights report for the media unit and senior staff to communicate digital wins for the week and encourage collaboration across teams.

### 5. More Facetime with staff on Level 40

The digital team receive instruction via text or email from level 40, or through Emily or Erinn.

Often, level 31 are trying to find out from level 40 what direction a health message is taking within ten or twenty minutes of having to post it, while the decision is actually still being made up on 40. This causes confusion, Management functions

It would make sense for the digital team to be located on level 40. If that is not an option, we should should aim for more in-person briefings on key issues:

- Jon might come down and give everyone a quick briefing for a key campaign
- Emily or Erinn might invite Prem staff to participate in meetings on level 31
- Jim could invite the digital staff up to level 40 for an appropriate all staff meeting - maybe one every few months or so.
- Jon and other members of the media team should be integrated into "Workplace," the chat program where the digital team develops content

#### 5. An occasional visit from the Premier

The Premier might like to come to level 31 and meet all the staff in person. Motivation would skyrocket. Management functions

The team try to represent her voice each and every day, and an occasional interaction in person is very valuable for this.

#### 6. Consulting with the team on strategy

This is already happening. Weekly creative meetings and insight meetings are in place to encourage collaboration.

#### A final word

Actioning the recommendations in this report will go a long way to easing pressure on the team. Management functions

The resourcing of the digital team has been significant to date, but the need for constant COVID-19 messaging on social media - where people are looking for it - hasn't gone anywhere, and neither has the 24 hour news cycle.

The team needs to be adequately resourced and attention must be paid to motivating and encouraging these staff who work very hard for the Premier's office, sometimes 7 days a week.

## Emily Arlidge

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**From:** Emily Arlidge  
**Sent:** Friday, 25 September 2020 5:41 PM  
**To:** Denise Spinks  
**Subject:** RE: To replace [redacted]

Denise can I try to get [redacted]

I've been told all along it'd be tricky to get her, but she's perfect for what we need.

Otherwise, maybe [redacted] but I'd have to interview him first and find out if he knows what he's doing.

**From:** Emily Arlidge  
**Sent:** Friday, 25 September 2020 10:42 AM  
**To:** Denise Spinks <Denise.Spinks@ministerial.qld.gov.au>  
**Subject:** To replace [redacted] s73(2) irrelevant

Spoke to my team, wondering if either [redacted] or [redacted] are available to join us?

[redacted] is also an option if he's available but I've already seen him up here helping with policy.

They'll be looking after the Premier's Inbox so the person needs to have good media experience/judgement.



**Queensland**  
Government

**Emily Arlidge**  
Director - Digital  
**Office of the Hon. Anastacia Palaszczuk MP**  
Premier of Queensland and Minister for Trade

P 07 3719 7026 M [redacted]  
1 William Street, Brisbane QLD 4000  
PO Box 15185 City East QLD 4002



## Emily Arlidge

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**From:** Emily Arlidge  
**Sent:** Thursday, 1 October 2020 12:12 PM  
**To:** Denise Spinks  
**Subject:** Staffing

As discussed, additions are:

s73(2) irrelevant

Min Jones' office – 2 days a week

Min Butcher's office – 3 days a week

AG's office – 5 days a week



**Queensland**  
Government

**Emily Arlidge**  
Director - Digital  
**Office of the Hon. Anastacia Palaszczuk MP**  
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## Emily Arlidge

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**From:** Emily Arlidge <Emily.Arlidge@ministerial.qld.gov.au>  
**Sent:** Friday, 10 July 2020 12:58 PM  
**To:** Brendon Strong  
**Subject:** Fwd: [redacted] - Updated CV and social media post examples  
**Attachments:** [redacted] Resume03.07.2020.docx; ATT00001.htm;

Emily Arlidge  
Digital Director - Office of the Hon. Anastacia Palaszczuk, Premier and Minister for Trade  
[redacted]

Sent from my iPhone

Begin forwarded message:

**From:** [redacted]  
**Date:** 3 July 2020 at 12:33:16 pm AEST  
**To:** Emily Arlidge <Emily.Arlidge@ministerial.qld.gov.au>  
**Subject:** [redacted] Updated CV and social media post examples

Hi Emily,

Thank you for the opportunity to interview for the position of Digital Advisor today.

As requested, please find attached my updated CV. I have updated my referees to include [redacted]  
Third party personal information [redacted]

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Thanks again Emily.

Kind regards  
s73(2) irrelevant

Released under RTI - DPC

## Emily Arlidge

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**From:** Emily Arlidge  
**Sent:** Tuesday, 6 July 2021 1:10 PM  
**To:** @Premiers.Social  
**Cc:** Jon Persley  
**Subject:** [redacted] and s73(2) irrelevant - Digital Team

Dear colleagues,

Due to our increasing workload and a growing emphasis on digital as part of the government's communications strategy, two more senior people have been appointed to the Digital Team to further increase our capacity.

[redacted] is a digital and communications specialist who has lead political and corporate campaigns here and overseas.

s73(2) irrelevant is a journalist and content producer [redacted]  
[redacted]

Both bring a wealth of experience and I look forward to their addition to the team.

[redacted] starts with us on Tuesday next week, and [redacted] starts the follow Monday – please make them feel very welcome.



**Queensland**  
Government

**Emily Arlidge**  
Director - Digital  
**Office of the Hon. Anastacia Palaszczuk MP**  
Premier of Queensland and Minister for Trade  

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**P** 07 3719 7026 **M** [redacted]  
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**Emily Arlidge**  
Director - Digital  
**Office of the Hon. Anastacia Palaszczuk MP**  
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P 07 3719 7026 M s73(2) irrelevant  
1 William Street, Brisbane QLD 4000  
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## Emily Arlidge

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**From:** Emily Arlidge  
**Sent:** Thursday, 22 April 2021 9:28 AM  
**To:** Simon Zanatta  
**Cc:** s73(2) irrelevant  
**Subject:** [redacted] assisting Digi Team

Good morning Simon,

[redacted] has confirmed he's on deck to assist the Digi Team on Level 31:

- Thursday 22 April and Friday 23 April
- Tuesday 27 April to Friday 30 April
- Tuesday 4 May to Friday 7 May

Please let me know if there are any issues with those dates for your office.

Thanks again -- we really appreciate you sacrificing him for this short period.



**Queensland**  
Government

**Emily Arlidge**  
Director - Digital  
**Office of the Hon. Anastacia Palaszczuk M.P.**  
Premier of Queensland and Minister for Trade

P 07 3719 7026 M [redacted]  
1 William Street, Brisbane QLD 4000  
PO Box 15185 City East QLD 4002

Released under RTI - DPC

## Emily Arlidge

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**From:** Emily Arlidge  
**Sent:** Monday, 1 March 2021 5:47 PM  
**To:** Jon Persley  
**Subject:** RE: For our catch-up this week  
**Attachments:** s73(2) irrelevant CV-2021.pdf; CV\_Jan 2021.docx;

Thanks Jon, I agree with the points you've highlighted.

I propose the following first steps to address them:

### Step 1) Social media audit to find capability gaps and identify methods of improvement

Questions for audit (rationale highlighted in yellow):

- Who is the main person or people responsible for your Minister's social media? *This will help us advise offices on how to improve*
- Who is the main person or people responsible for providing social media content for the Caucus bulletin? *This will guide our advice for CLOs*
- What tools and programs do you use to create content? *To determine which training and resources are needed*
- Who in your office has administrator access? *Gives us a better idea of who's watching the data and performance*
- How often do you crosspost from the Premier's page? *Are they set up to take advantage of the Premier's social media strategy?*
- How often do you post on the various social media platforms each day? *To give us an idea of each office's volume and capacity*
- What other methods do you use to source video for your Minister's social media? *This will help us determine how to resource video content creation going forward*
- How do you get notified about social media opportunities from your department? *Help us resolve sourcing opportunities gap*
- Is there anything your office is doing on social media that you think other offices should consider trying?

I suggest we process the audit through Microsoft Forms, it shouldn't take Chiefs of Staff longer than 3-5 days to source info.

### Step 2) Address our short-term capacity issues

Three new roles:

- Creative & Content Strategy: I'm collecting CVs for this role, see attached.
- Video: A camera operator/editor to produce videos on the government's message for caucus to crosspost. Video is key to audience growth and engagement – currently we're only set up to service the Premier but if we shared that resource our overall strategy would be way in front.
- Training & Analytics: A ministerial staffer with a good understanding of digital to become our dedicated social media trainer. This advisor would be in charge of developing and rolling out the training programme and generating our analytics reports.

In addition to PDs for these roles, I will provide you with the team structure so you can see how we're managing the current workload.

### Step 3) Internal promotion of social media strategy

Making our social media strategy more visible to the Chiefs of Staff and Senior Advisors would help improve culture.

Kerryn briefs staff on media each Monday during the CoS meeting. We could start including info on social media performance and aims?

Once we expand our analytics capability, we can create a weekly EDM showcasing team wins.

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**From:** Jon Persley <Jon.Persley@ministerial.qld.gov.au>  
**Sent:** Wednesday, 24 February 2021 11:14 AM  
**To:** Emily Arlidge <Emily.Arlidge@ministerial.qld.gov.au>  
**Subject:** For our catch-up this week

Hey

I am going to schedule a meeting for Monday with you, Jim, Dan and me.

I think we need to keep things as simple as possible to start with.

The survey and email from Jim will help determine where we're starting from.

For our catch-up beforehand, these are my thoughts on some of the key parts to it:

- Sourcing opportunities
- Social media culture (both at Min and Dept level)
- Producing creative content
- Technical capabilities
  - o Best practise guidance
  - o Ongoing training

I'm also keen to make sure we consider what capacity you and your team have so that this project adds to the value of you and your teams existing work and doesn't swamp you.

Separate to all of the above, is there a way we can add to the creative capacity of the content we're producing. Different ideas, seizing upon moments, unique content.

It might be a new creative person who specialises in that? The operation you've built is nothing short of exceptional, but I think there is an opportunity to look at ways in increasing our creative capacity.

Let's try and catch up on Friday ahead of Monday meeting but thought I'd share the above thoughts now.

Jon



## Emily Arlidge

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**From:** Troy Mitchell  
**Sent:** Tuesday, 13 July 2021 11:43 AM  
**To:** MSB - David Hugenholtz  
**Cc:** Emily Arlidge; Troy Mitchell  
**Subject:** FW: NEW / MOVE ACCOUNT

Hi David, Any chance you could sort Laptop at least for today.  is in for some training. I have sent paperwork to HR.

I will be in meetings all arvo. Please contact Emily Arlidge when it is fine for  to come down to MSB.

Thanks Troy

**From:** it.servicedesk@mops.qld.gov.au <it.servicedesk@mops.qld.gov.au>  
**Sent:** Tuesday, 13 July 2021 11:42 AM  
**To:** Troy Mitchell <Troy.Mitchell@ministerial.qld.gov.au>  
**Subject:** NEW / MOVE ACCOUNT

# Confirmation of New/Move Account for Erinn Swan

Start Date: 14/07/2021  
End Date:  
Request Type: New Staff Member  
Account Type: Ministerial Employee  
Name:   
Position Title: Senior Media Advisor  
Staff Desk Phone:  
Portfolio: Premiers Office  
G Drive: No  
Email Groups:  
Generic Mailbox(es): None  
Minister's Calendar: None  
Minister's Contacts: None  
Minister's Inbox: None  
SharePoint Team Site: Default View Access  
Publish Media Statements: No  
iPad Required (AO8+): Yes  
iPhone Required (AO8+): Yes  
Laptop Required: Yes

Existing Access Card  
Number (if available):

Home Floor Level: 40

Restricted Floors: MINISTERIAL FLOORS 31-40

Car Park: No

Parking Bay:

Vehicle Registration/s:

Type of access: 24 Hours

EOTF: Female

Additional doors: MINISTERIAL PANTRY;

Additional Comments: Please note Erinn is against Min. Hinchliffe Office and will be working in Social media team on Level 31 and also in our office Lvl 40) Erinn will be working Wed, Thu, Fri but she is in today to do some training. Can I please at least get the laptop sorted today.

Submitted by Office  
Manager: Troy Mitchell

Released under RTI - DPC

## Emily Arlidge

---

**From:** Troy Mitchell  
**Sent:** Friday, 11 June 2021 8:55 AM  
**To:** Emily Arlidge  
**Subject:** RE: Offer of employment

Thanks Emily, Sorting paperwork now for Jim's signature. FYI. Jim and I have solved your seating issues too. Come and see me when you have a sec.

**From:** Emily Arlidge <Emily.Arlidge@ministerial.qld.gov.au>  
**Sent:** Wednesday, 9 June 2021 9:14 AM  
**To:** Troy Mitchell <Troy.Mitchell@ministerial.qld.gov.au>  
**Subject:** FW: Offer of employment

Good morning Troy,

[redacted] starts with us on Monday 12 July.

She'll be an SC [redacted] doing three days a week – likely for the first six months.

Let me know if there's anything I need to do to process this through HR.

**From:** [redacted] <s73(2) irrelevant>  
**Sent:** Thursday, 3 June 2021 4:16 PM  
**To:** Emily Arlidge <Emily.Arlidge@ministerial.qld.gov.au>  
**Subject:** Re: Offer of employment

Hi Emily,

I am pleased to accept the offer and I look forward to getting started. I can commence the role in the week beginning 12 July, starting at 3 days a week. Thanks for the opportunity, I'm looking forward to working with you.

Regards,

On Thu, Jun 3, 2021 at 12:06 PM Emily Arlidge <Emily.Arlidge@ministerial.qld.gov.au> wrote:

Good morning [redacted],

As discussed, I'm delighted to offer you the role of Manager – Premier's Digital Team.

The position is an SC [redacted] with a base salary of \$ [redacted] Third party personal information

Please find below salary package information as requested.

No Employee Contributions to Super

		\$PF	\$PA	Loading	Super (Employer Cont. 9.5%)	Total	
SO	SC <input type="checkbox"/>	Third party personal information					

Employee Contributions (5%) to Super

		\$PF	\$PA	Loading	Super (Employer Cont. 12.75%)	Total	
SO	SC <input type="checkbox"/>						

Please advise if you wish to accept the offer and when you would like to start in the role.

Kind regards,

Emily Arlidge



Queensland  
Government

Emily Arlidge

Director - Digital

Office of the Hon. Anastacia Palaszczuk MP

Premier of Queensland and Minister for Trade

P 07 3719 7026 M  s73(2) irrelevant

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## Emily Arlidge

**From:** Emily Arlidge  
**Sent:** Wednesday, 16 June 2021 11:47 AM  
**To:** Jon Persley  
**Subject:** Digital Team - staffing capacity until July 5

Hi Jon,

As discussed, [redacted] s73(2) irrelevant [redacted] has accepted a content producer role with us, but won't be able to start with our office until July 5.

I'm confident our capacity issues will resolve soon with [redacted] arrival, plus [redacted] starting on July 12 and [redacted] starting on July 19.

However, I'm concerned about the period between this Friday June 18 and July 5, with [redacted] set to be the only content producer on deck for two weeks.

It also puts pressure on the graphic designers and camera operators who are helping fill in the gaps where they can.

I've put together a list of ministerial staff who could potentially come to help us ensure Premier's live streams operate properly, and assist in producing and posting content across the Premier's accounts:

Ideally, we need one or two extra pairs of hands from now until [redacted] start date – after July 5 we'll be back in the clear.

MINISTER ENOCH	[redacted] – assistant media advisor	Management functions
MINISTER GRACE	[redacted] – media advisor	
MINISTER GRACE	[redacted] – policy advisor	
MINISTER D'ATH	[redacted] – policy advisor	
MINISTER LINARD	[redacted] – policy advisor	
MINISTER BUTCHER	[redacted] – CLO	



Queensland  
Government

**Emily Arlidge**  
Director - Digital  
**Office of the Hon. Anastacia Palaszczuk MP**  
Premier of Queensland and Minister for Trade

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1 William Street, Brisbane QLD 4000  
PO Box 15185 City East QLD 4002

## Emily Arlidge

---

**From:** Emily Arlidge  
**Sent:** Monday, 14 June 2021 8:11 PM  
**To:** s73(2) irrelevant  
**Subject:** Re: Offer of employment

Fantastic - congratulations, enjoy your final weeks and looking forward to working with you again!

Emily Arlidge  
Digital Director - Office of the Hon. Anastacia Palaszczuk, Premier and Minister for Trade  
[redacted]

Sent from my iPhone

On 14 Jun 2021, at 5:30 pm, [redacted] wrote:

Hi Em,

Thanks for the chat earlier.  
Can we please make my start date - Monday 19th July.

Cheers,  
[redacted]

On 7 Jun 2021, at 11:20 am, Emily Arlidge <Emily.Arlidge@ministerial.qld.gov.au> wrote:

Good morning [redacted]

As discussed, I'm delighted to offer you the role of Senior Advisor – Digital Strategist.

The position is an A08 [redacted] with a base salary of \$ [redacted] Third party personal information

Please find below salary package information as requested.

*No employee contributions to super*

	\$PF	\$PA	Loading	Super (Employer 9.5%)	Total
A08 [redacted]					

*Employee contributions to super (5%)*

	\$PF	\$PA	Loading	Super (Employer 12.75%)	Total
A08 [redacted]					

Please advise if you wish to accept the offer and when you would like to start in the role.

Kind regards,  
Emily Arlidge

<image002.png>

**Emily Arlidge**

Director - Digital

**Office of the Hon. Anastacia Palaszczuk MP**

Premier of Queensland and Minister for Trade

P 07 3719 7026 M s73(2) irrelevant

1 William Street, Brisbane QLD 4000

PO Box 15185 City East QLD 4002

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**Emily Arlidge**

---

**From:** Emily Arlidge  
**Sent:** Thursday, 13 May 2021 11:38 AM  
**To:** Jon Persley  
**Subject:** FW: s73(2) irrelevant- CV  
**Attachments:** [redacted] CV MAY.pdf

[redacted]

Third party personal information

Keen for you to meet him – he can do Monday or Tuesday next week or the week after – is there a time that suits you?

**From:** [redacted]  
**Sent:** Thursday, 13 May 2021 8:09 AM  
**To:** Emily Arlidge <Emily.Arlidge@ministerial.qld.gov.au>  
**Subject:** [redacted] CV

Good morning Em,

Thanks again for the chat yesterday - loved the sound of the senior positions within your team.

Here is my CV.

Let me know what time works for a catchup.

Have a great day.

[redacted]

Released under RTI - DPC

## Emily Arlidge

---

**From:** Emily Arlidge  
**Sent:** Friday, 4 June 2021 4:56 PM  
**To:** Jon Persley  
**Subject:** RE: Responsibilities: Senior Advisor – Digital Strategist

Updated – I'll offer to s73(2) irrelevant once Jim is happy

**From:** Emily Arlidge  
**Sent:** Thursday, 3 June 2021 5:14 PM  
**To:** Jon Persley <Jon.Persley@ministerial.qld.gov.au>  
**Subject:** Responsibilities: Senior Advisor – Digital Strategist

### Senior Advisor – Digital Strategist

#### Expectations of the role:

**Deliver training:** As the dedicated social media trainer, the Digital Strategist will develop and roll out the whole of government digital training programme. In charge of ensuring our digital strategy is more visible to ministerial staff to encourage uptake.

**Analytics reporting:** Ensure analytics and insights are tracked, measured and drive optimal ROI to inform the digital strategy. The Digital Strategist will work with the Premier's Digital Team to improve engagement.

**Content creating:** Produce and distribute digital content with a focus on providing up-to-date, timely and engaging content to target audiences.

#### Key responsibilities:

- Develop and rollout the whole of government digital training programme.
- Conduct regular reviews to ensure digital strategy is operating effectively.
- Once we expand our analytics capability, produce and distribute a weekly email campaign showcasing digital wins and lessons.
- Work alongside the Strategy Unit to ensure caucus are provided materials that support the government's communications strategy.
- Generate analytics reports to track and measure the Premier's social media performance.
- Assist with the production and distribution of content across digital platforms to engage target audiences.
- Collaborate across ministerial offices to drive new digital initiatives and improve the broader communications strategy.



**Emily Arlidge**  
Director - Digital  
**Office of the Hon. Anastacia Palaszczuk MP**  
Premier of Queensland and Minister for Trade  

---

**P** 07 3719 7026 **M** [REDACTED]  
1 William Street, Brisbane QLD 4000  
PO Box 15185 City East QLD 4002

## Emily Arlidge

**From:** Emily Arlidge  
**Sent:** Thursday, 3 June 2021 4:22 PM  
**To:** Jon Persley  
**Subject:** FW: Offer of employment

FYI

**From:** [redacted] s73(2) irrelevant  
**Sent:** Thursday, 3 June 2021 4:16 PM  
**To:** Emily Arlidge <Emily.Arlidge@ministerial.qld.gov.au>  
**Subject:** Re: Offer of employment

Hi Emily,

I am pleased to accept the offer and I look forward to getting started. I can commence the role in the week beginning 12 July, starting at 3 days a week. Thanks for the opportunity, I'm looking forward to working with you.

Regards,

[redacted]

On Thu, Jun 3, 2021 at 12:06 PM Emily Arlidge <Emily.Arlidge@ministerial.qld.gov.au> wrote:

Good morning [redacted].

As discussed, I'm delighted to offer you the role of Manager – Premier's Digital Team.

The position is an SC [redacted] with a base salary of \$ [redacted] Third party personal information

Please find below salary package information as requested.

*No Employee Contributions to Super*

			\$PF	\$PA	Loading	Super (Employer Cont. 9.5%)	Total
SO	SC [redacted]						

*Employee Contributions (5%) to Super*

		\$PF	\$PA	Loading	Super (Employer Cont. 12.75%)	Total	
SO	SC	Third party personal information					

Please advise if you wish to accept the offer and when you would like to start in the role.

Kind regards,

Emily Arlidge



**Emily Arlidge**

Director - Digital

**Office of the Hon. Anastacia Palaszczuk MP**

**Queensland  
Government**

Premier of Queensland and Minister for Trade

P 07 3719 7026 M s73(2) irrelevant

1 William Street, Brisbane QLD 4000

PO Box 15185 City East QLD 4002

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--

Erinn Swan

**Emily Arlidge**

---

**From:** Jobs  
**Sent:** Monday, 24 May 2021 9:20 AM  
**To:** Emily Arlidge  
**Subject:** FW: Application Senior Advisor (digital)  
**Attachments:** ES Resume.pdf; ES\_Cover Letter.pdf

**From:** [redacted] s73(2) irrelevant  
**Sent:** Friday, 21 May 2021 12:21 PM  
**To:** Jobs <Jobs@ministerial.qld.gov.au>  
**Subject:** Application Senior Advisor (digital)

Please find attached my application cover letter and resume including referees.  
Thank you,

[redacted]

--  
[redacted]

Released under RTI - DPC

## Emily Arlidge

**From:** Emily Arlidge  
**Sent:** Tuesday, 17 August 2021 3:37 PM  
**To:** Jim Murphy  
**Subject:** FW: FYI. s73(2) irrelevant vacated position

FYI as discussed, I've discussed this with Jon and Troy. I will proceed to have a conversation with Sharni Hargrave.

**From:** Troy Mitchell <Troy.Mitchell@ministerial.qld.gov.au>  
**Sent:** Tuesday, 17 August 2021 3:13 PM  
**To:** Emily Arlidge <Emily.Arlidge@ministerial.qld.gov.au>  
**Subject:** FYI. [redacted] vacated position

Hi Emily, FYI. Details below. [redacted] was against Treasurer's office.

745036 Advisor

AO6

M

1

There would be room to increase but it would cause Treasurer office to possibly go over budget in salaries for the fin year. I would be covered in subsequent years.

AO6-SC [redacted] would be an additional [redacted] Third party personal information

Administrative Stream as at 01/09/20				
		\$PF	\$PA	\$Hourly
<b>AO6</b>	1	3,772	98,408	52.03
	2	3,857	100,625	53.20
	3	3,943	102,869	54.39
	4	4,028	105,086	55.56
<b>AO7</b>	1	4,207	109,756	58.03
	2	4,308	112,391	59.42
	3	4,407	114,974	60.79
	4	4,505	117,531	62.14
<b>AO8</b>	1	4,652	121,366	64.17
	2	4,742	123,714	65.41
	3	4,828	125,958	66.59
	4	4,916	128,254	67.81

SO as at 01/09/19			
	\$ PF	\$ PA	\$ Hourly
<b>SO1</b>	5,077.10	132,458	70.03
<b>SO2</b>	5,323.50	138,886	73.48
<b>SO3</b>	5,570.00	145,318	76.83

Thanks



**Queensland  
Government**

**Troy Mitchell**

Executive Manager

**Office of the Hon. Anastacia Palaszczuk MP**

Premier of Queensland and Minister for Trade

P 07 3719 7019 M s73(2) irrelevant

1 William Street Brisbane QLD 4000

PO Box 15185 City East QLD 4002

Released under RTI - DPC

## Emily Arlidge

---

**From:** Troy Mitchell  
**Sent:** Monday, 31 May 2021 10:01 AM  
**To:** Emily Arlidge; [redacted] irrelevant  
**Cc:** Troy Mitchell  
**Subject:** FW: NEW / MOVE ACCOUNT

FYI. Laptop should be ready in an hour. I will let [redacted] know when it is ready. Pass should be ready later today. Rod will let me know when it is ready.

Thanks Troy

---

**From:** it.servicedesk@mops.qld.gov.au <it.servicedesk@mops.qld.gov.au>  
**Sent:** Monday, 31 May 2021 9:55 AM  
**To:** Troy Mitchell <Troy.Mitchell@ministerial.qld.gov.au>  
**Subject:** NEW / MOVE ACCOUNT

## Confirmation of New/Move Account for [redacted]

[redacted]

Start Date:	31/05/2021
End Date:	
Request Type:	New Staff Member
Account Type:	Ministerial Employee
Name:	[redacted]
Position Title:	Media Advisor
Staff Desk Phone:	
Portfolio:	Premiers Office
G Drive:	No
Email Groups:	
Generic Mailbox(es):	None
Minister's Calendar:	None
Minister's Contacts:	None
Minister's Inbox:	None
SharePoint Team Site:	Default View Access
Publish Media Statements:	No
iPad Required (AO8+):	No
iPhone Required (AO8+):	No
Laptop Required:	Yes
Existing Access Card Number (if available):	
Home Floor Level:	31
Restricted Floors:	MINISTERIAL FLOORS 31-40
Car Park:	No



Parking Bay:  
Vehicle Registration/s:  
Type of access: 24 Hours  
EOTF: Female  
Additional doors: MINISTERIAL PANTRY;  
Additional Comments: Please note this position is held against Minister Butcher Office  
Submitted by Office Manager: Troy Mitchell

Released under RTI - DPC

## Emily Arlidge

---

**From:** s73(2) irrelevant [redacted]  
**Sent:** Friday, 7 May 2021 10:29 AM  
**To:** Emily Arlidge  
**Subject:** Re: Offer of Employment

Hi Emily,

I can now confirm my official start date as Monday 31st May 2021.

I look forward to working together and meeting the team.

If there is any other information or paperwork you need prior to then, please let me know.

Many thanks,  
[redacted]

---

**From:** s73(2) irrelevant [redacted]  
**Sent:** Tuesday, 27 April 2021 1:30 PM  
**To:** Emily Arlidge <Emily.Arlidge@ministerial.qld.gov.au>  
**Subject:** Re: Offer of Employment

Hi Emily,

I am very excited to accept the offer for the position as Digital Adviser for the Department of the Premier and Cabinet, Ministerial Office. Thank you again for the opportunity.

I aim to give my current employer notice over the next few days. As we discussed on the phone, my contract states I must give 4 weeks' notice, making my target start date the 31st of May.

If there is any additional information or paperwork you need prior to then, please let me know.

Again, thank you very much.

Kind regards,  
[redacted]

---

**From:** Emily Arlidge <Emily.Arlidge@ministerial.qld.gov.au>  
**Sent:** Tuesday, 27 April 2021 11:36 AM  
**To:** [redacted]  
**Subject:** Offer of Employment

Good morning [redacted]

As discussed, we'd like to offer you the role of Digital Advisor for the Department of Premier and Cabinet, Ministerial Office.

The position is an A05 [redacted] with a base salary of \$ [redacted] Third party personal information

Please find below salary package information as requested.

No Employee Contributions to Super

			\$PF	\$PA	Loading	Super (Employer Cont. 9.5%)	Total	
A05	A05	Third party personal information						

Employee Contributions (5%) to Super

			\$PF	\$PA	Loading	Super (Employer Cont. 12.75%)	Total	
A05	A05							

Please advise if you wish to accept the offer and when you can start in the role.

Kind regards,  
Emily Arlidge



**Queensland  
Government**

**Emily Arlidge**  
Director - Digital  
**Office of the Hon. Anastacia Palaszczuk MP**  
Premier of Queensland and Minister for Trade

P 07 3719 7026 M s73(2) irrelevant  
1 William Street, Brisbane QLD 4000  
PO Box 15185 City East QLD 4002

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## Emily Arlidge

---

**From:** Emily Arlidge  
**Sent:** Monday, 14 June 2021 2:24 PM  
**To:** s73(2) irrelevant  
**Subject:** RE: Offer of employment

That's all fine, thanks [redacted] – looking forward to it.

**From:** [redacted]  
**Sent:** Monday, 14 June 2021 10:07 AM  
**To:** Emily Arlidge <Emily.Arlidge@ministerial.qld.gov.au>  
**Subject:** RE: Offer of employment

Hi again Emily,

DAF have asked if I can start with you 5 July, just want to confirm this is okay before they finalise this. This would give me the time to hand over this position [redacted] Third party personal information

Thanks,



s73(2) irrelevant

Department of Agriculture and Fisheries

T 07 3087 8601 M [redacted] @daf.qld.gov.au W www.daf.qld.gov.au  
Level 3, 41 George Street, Brisbane QLD 4000  
GPO Box 46, Brisbane QLD 4001

**From:** [redacted]  
**Sent:** Monday, 14 June 2021 8:54 AM  
**To:** Emily Arlidge  
**Subject:** RE: Offer of employment

Morning Emily,

Thanks for your email. I am accepting your offer and working with my managers to organise a transition. Will let you know when I have more info.

Thanks,



Department of Agriculture and Fisheries

T 07 3087 8601 M [redacted] E Clancy.McNamara@daf.qld.gov.au W www.daf.qld.gov.au  
Level 3, 41 George Street, Brisbane QLD 4000  
GPO Box 46, Brisbane QLD 4001

**From:** Emily Arlidge <Emily.Arlidge@ministerial.qld.gov.au>  
**Sent:** Monday, 14 June 2021 8:43 AM  
**To:** [redacted]  
**Subject:** Offer of employment

Good morning s73(2) irrelevant

As discussed, I'm delighted to offer you the role of Digital Advisor in the Premier's Digital Team.

The position is an A05   with a salary of \$ Third party personal information

Please find the salary package information below.

*No Employee Contributions to Super*

	\$PF	\$PA	Loading	Super (Employer Cont. 9.5%)	Total
A05 <span style="border: 1px solid red; padding: 2px;"> </span>	<span style="border: 1px solid red; display: inline-block; width: 100%; height: 1.2em;"></span>				

*Employee Contributions (5%) to Super*

	\$PF	\$PA	Loading	Super (Employer Cont. 12.75%)	Total
A05 <span style="border: 1px solid red; padding: 2px;"> </span>	<span style="border: 1px solid red; display: inline-block; width: 100%; height: 1.2em;"></span>				

Please advise if you wish to accept the offer and when you would like to start in the role.

Kind regards,  
Emily Arlidge



**Queensland  
Government**

**Emily Arlidge**  
Director - Digital  
**Office of the Hon. Anastacia Palaszczuk MP**  
Premier of Queensland and Minister for Trade

P 07 3719 7026 M s73(2) irrelevant  
1 William Street, Brisbane QLD 4000  
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## Emily Arlidge

---

**From:** Emily Arlidge  
**Sent:** Tuesday, 19 January 2021 1:53 PM  
**To:** Jim Murphy  
**Subject:** New hire - s73(2) irrelevant  
**Attachments:** [redacted] Resume03.07.2020.docx

Hi Jim,

As discussed, I'd like to hire [redacted] back onto the digital team.

His CV is attached (submitted last year when we gave him a temporary position, I can get an updated one if needed).

He was previously an A04 [redacted] (\$ [redacted] per fortnight).

[redacted] Third party personal information

I'm hoping we can offer him a permanent position if possible.



**Queensland**  
Government

**Emily Arlidge**  
Director - Digital  
**Office of the Hon. Anastacia Palaszczuk MP**  
Premier of Queensland and Minister for Trade

P 07 3719 7026 M [redacted]  
1 William Street, Brisbane QLD 4000  
PO Box 15185 City East QLD 4002

## Emily Arlidge

---

**From:** Emily Arlidge  
**Sent:** Thursday, 23 July 2020 4:05 PM  
**To:** Troy Mitchell  
**Subject:** FW: s73(2) irrelevant

**From:** Emily Arlidge  
**Sent:** Thursday, 16 July 2020 10:56 AM  
**To:** Carmen Meshios <Carmen.Meshios@ministerial.qld.gov.au>  
**Subject:** RE: [REDACTED]

Of course, I'll forward it to you

**From:** Carmen Meshios <Carmen.Meshios@ministerial.qld.gov.au>  
**Sent:** Thursday, 16 July 2020 10:42 AM  
**To:** Emily Arlidge <Emily.Arlidge@ministerial.qld.gov.au>  
**Subject:** RE: [REDACTED]

Thanks Emily  
MSB will ask me for his CV.

Regards  
Carmen



**Queensland**  
Government

**Carmen Meshios**

Director –Support Unit  
**Office of the Hon. Anastacia Palaszczuk MP**  
Premier of Queensland and Minister for Trade

P 07 3719 7033  
1 William Street Brisbane QLD 4000  
PO Box 15185 City East QLD 4002

**From:** Emily Arlidge <Emily.Arlidge@ministerial.qld.gov.au>  
**Sent:** Thursday, 16 July 2020 10:31 AM  
**To:** Carmen Meshios <Carmen.Meshios@ministerial.qld.gov.au>; Kerryn Manifold <Kerryn.Manifold@ministerial.qld.gov.au>  
**Subject:** [REDACTED]

Hi Carmen,

As discussed, [REDACTED] has confirmed he will join the team.

He's aiming to start on July 27 but we will be flexible if he and [REDACTED] need a bit more time to sort his replacement.

Let me know what else you need from me.



Queensland  
Government

**Emily Arlidge**  
Director - Digital  
**Office of the Hon. Anastacia Palaszczuk MP**  
Premier of Queensland and Minister for Trade

P 07 3719 7026 M s73(2) irrelevant  
1 William Street, Brisbane QLD 4000  
PO Box 15185 City East QLD 4002

Released under RTI - DPC



## Emily Arlidge

---

**From:** Troy Mitchell  
**Sent:** Wednesday, 10 February 2021 11:18 AM  
**To:** Emily Arlidge  
**Subject:** FW: 2 FTE approvals and new form for Starter on Monday.  
**Attachments:** Against Minister Fentiman Office  - Approved FTE.pdf  
**Importance:** High

Hi Emily, All sorted. Thanks Troy

**From:** Troy Mitchell  
**Sent:** Wednesday, 10 February 2021 11:17 AM  
**To:** MSB - Milla Sokolvak <milla.sokolvak@premiers.qld.gov.au>  
**Cc:** MinServices Human Resources <MinServicesHumanResources@premiers.qld.gov.au>  
**Subject:** 2 FTE approvals and new form for Starter on Monday.  
**Importance:** High

Hi Milla, FTE approvals attached (Approved at bottom of form). Also please note **new form** for  starting Monday. He will be in GMU and based out of lvl 31. I will sort IT staffing form.

Thanks



**Queensland**  
Government

**Troy Mitchell**  
Executive Manager  
**Office of the Hon. Anastacia Palaszczuk MP**  
Premier of Queensland and Minister for Trade  

---

**P** 07 3719 7019 **M**   
1 William Street Brisbane QLD 4000  
PO Box 15185 City East QLD 4002

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## Emily Arlidge

---

**From:** Troy Mitchell  
**Sent:** Friday, 24 July 2020 4:31 PM  
**To:** MSB - Mikhal Mitchell  
**Cc:** Emily Arlidge; Troy Mitchell  
**Subject:** s73(2) irrelevant - Premiers office - Starting 27 July  
**Attachments:** 23072020 - staffing-request-form - [redacted] New starter - Start Monday  
27 July - Approved.pdf

Hi Mikhal, Sorry for the delay. Can you please process asap. [redacted] will be starting Monday.

Regards



**Queensland**  
Government

**Troy Mitchell**

Executive Manager

**Office of the Hon. Anastacia Palaszczuk MP**

Premier of Queensland and Minister for Trade

P 07 3719 7019 M [redacted]  
1 William Street Brisbane QLD 4000  
PO Box 15185 City East QLD 4002

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## Emily Arlidge

---

**From:** Emily Arlidge  
**Sent:** Tuesday, 22 December 2020 1:28 PM  
**To:** Jim Murphy  
**Subject:** Digital: New team member

Jim,

As discussed with you and the Premier, I'm hoping to re-employ s73(2) irrelevant as a Digital Advisor in my team.

We employed him before October as an A04 [redacted] pa.

Third party personal information

s73(2) irrelevant

Let me know when it's appropriate for me to contact him about the role.



**Queensland**  
Government

**Emily Arlidge**  
Director - Digital  
**Office of the Hon. Anastacia Palaszczuk MP**  
Premier of Queensland and Minister for Trade

P 07 3719 7026 M [redacted]  
1 William Street, Brisbane QLD 4000  
PO Box 15185 City East QLD 4002

## Emily Arlidge

---

**From:** Emily Arlidge  
**Sent:** Wednesday, 16 September 2020 2:34 PM  
**To:** Denise Spinks  
**Subject:** FW: s73(2) irrelevant Resume  
**Attachments:** 2020 RESUME [redacted].pdf

Denise, as discussed

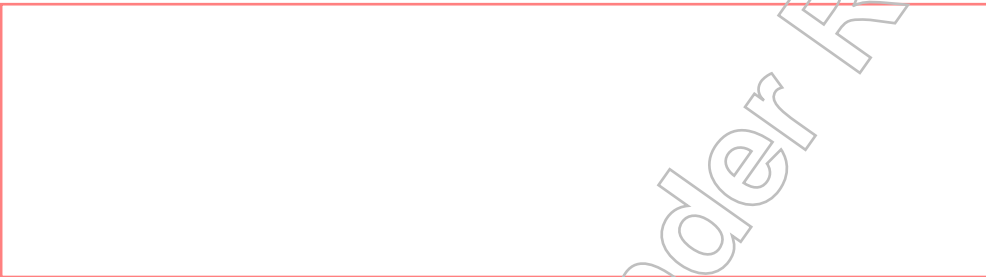
---

**From:** [redacted]  
**Sent:** Wednesday, 16 September 2020 2:29 PM  
**To:** Emily Arlidge <Emily.Arlidge@ministerial.qld.gov.au>  
**Subject:** [redacted] Resume

Hi Emily,

Here is my Resume if you need anything else don't hesitate to contact me.

Regards



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## Emily Arlidge

---

**From:** Troy Mitchell  
**Sent:** Thursday, 17 September 2020 12:03 PM  
**To:** Denise Spinks; Emily Arlidge  
**Cc:** Carmen Meshios  
**Subject:** RE: request

Not a prob.

**From:** Denise Spinks <Denise.Spinks@ministerial.qld.gov.au>  
**Sent:** Thursday, 17 September 2020 11:59 AM  
**To:** Emily Arlidge <Emily.Arlidge@ministerial.qld.gov.au>  
**Cc:** Troy Mitchell <Troy.Mitchell@ministerial.qld.gov.au>; Carmen Meshios <Carmen.Meshios@ministerial.qld.gov.au>  
**Subject:** Re: request

Ok.  
Troy do you mind doing form after our mtg?  
Thx

Sent from my iPhone

On 17 Sep 2020, at 11:50 am, Emily Arlidge <Emily.Arlidge@ministerial.qld.gov.au> wrote:

Denise,  has accepted the role and  Third party personal information

He's okay to start Monday if you're okay with that.

**From:** Denise Spinks <Denise.Spinks@ministerial.qld.gov.au>  
**Sent:** Thursday, 17 September 2020 3:08 AM  
**To:** Emily Arlidge <Emily.Arlidge@ministerial.qld.gov.au>  
**Subject:** Fwd: request

Sent from my iPhone

Begin forwarded message:

**From:** Mikhal Mitchell <Mikhal.Mitchell@premiers.qld.gov.au>  
**Date:** 17 September 2020 at 7:48:36 am AEST  
**To:** Denise Spinks <denise.spinks@ministerial.qld.gov.au>  
**Subject:** RE: request

Good Morning Denise

Please find below salary info as requested.

Rates as at 01.09.2020

No Employee Contributions to Super

			\$PF	\$PA	Loading	Super (Employer Cont. 9.5%)	Total	
AO6	AO6		Third party personal information					

Employee Contributions (5%) to Super

			\$PF	\$PA	Loading	Super (Employer Cont. 12.75%)	Total	
AO6	AO6							

Kind regards

<image002.png>

**Mikhal Mitchell**

Manager – Human Resources  
**Ministerial Services**  
 Department of the Premier and Cabinet  


---

 P 07 3003 9080 M s73(2) irrelevant  
 Level 28, 1 William Street, Brisbane  
 PO Box 15185, City East, QLD 4002

**From:** Denise Spinks <Denise.Spinks@ministerial.qld.gov.au>  
**Sent:** Wednesday, 16 September 2020 6:10 PM  
**To:** Mikhal Mitchell <Mikhal.Mitchell@premiers.qld.gov.au>  
**Subject:** request

Hi Mikhal,

Can you please give me total salary package figure for an AO6 Third party personal information

Thanks

Denise

<image004.png>

**Denise Spinks**

Deputy Chief of Staff  
**Office of the Hon. Anastacia Palaszczuk MP**  
 Premier of Queensland and Minister for Trade  


---

 P 07 3719 7061 M s73(2) irrelevant  
 1 William Street Brisbane QLD 4000  
 PO Box 15185 City East QLD 4002

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**From:** Erinn Swan <Erinn.Swan@ministerial.qld.gov.au>  
**Sent:** Thursday, 12 August 2021 12:08 PM  
**To:** Troy Mitchell <Troy.Mitchell@ministerial.qld.gov.au>  
**Cc:** Jon Persley <Jon.Persley@ministerial.qld.gov.au>  
**Subject:** Digital Roster & team planning

Hey Troy,

I know Jon spoke with you and I'm just following up on that conversation.

I'm seeking the employment agreements for my team to solve some intricate rostering issues, and put together a log for overtime worked among the team.

Jon may have spoken to you also about the two hires we have coming up:

One is for a junior content producer, which we'd like to advertise as soon as we can if possible. What do you need to get that ball rolling?

The second is for a graphic designer, but that one we are going to hold on until Emily comes back next week (we'll come back to you on that).

Thanks so much for your assistance,  
Erinn Swan.

**Erinn Swan**

Social Media Manager

**Office of the Hon. Anastacia Palaszczuk MP**

Premier of Queensland and Minister for Trade

---

P 07 3719 7026 M

1 William Street, Brisbane QLD 4000

PO Box 15185 City East QLD 4002

## Emily Arlidge

---

**From:** Troy Mitchell  
**Sent:** Tuesday, 17 August 2021 2:26 PM  
**To:** Jon Persley; Emily Arlidge  
**Subject:** RE: One more thing  
**Attachments:** Standard Contract.docx

Hi Jon, Emily asked me about this. We could employ someone temporarily as a consultant for a couple of weeks.

Attached is the standard contract we would use. They would just need an ABN and public liability insurance.

Let me know and I can help draft up contract. We are required to provide a copy to MSB before a consultant starts.

Thanks



**Queensland**  
Government

**Troy Mitchell**  
Executive Manager  
**Office of the Hon. Anastacia Palaszczuk MP**  
Premier of Queensland and Minister for Trade  

---

**P 07 3719 7019 M** s73(2) irrelevant  
1 William Street Brisbane QLD 4000  
PO Box 15185 City East QLD 4002

**From:** Jon Persley <Jon.Persley@ministerial.qld.gov.au>  
**Sent:** Thursday, 12 August 2021 1:03 PM  
**To:** Erinn Swan <Erinn.Swan@ministerial.qld.gov.au>; Troy Mitchell <Troy.Mitchell@ministerial.qld.gov.au>  
**Subject:** RE: One more thing

Troy, I had some thoughts on how we could make this work if you wanted to talk further.

**From:** Erinn Swan <Erinn.Swan@ministerial.qld.gov.au>  
**Sent:** Thursday, 12 August 2021 12:58 PM  
**To:** Troy Mitchell <Troy.Mitchell@ministerial.qld.gov.au>  
**Cc:** Jon Persley <Jon.Persley@ministerial.qld.gov.au>  
**Subject:** One more thing

Apologies Troy, I forgot to add one thing in my email.

While we wait to hire the second graphic designer, we want to get a freelancer ASAP who can work from home and assist   our graphic designer here now).

What do I need to do to make that happen? That person wouldn't need credentials to enter the building. Ideally we pay them a weekly agreed fee for a few weeks while we get someone on board.

I will ask around to find a candidate we can get fast.

Thanks,

FYI - This has been necessitated by   leaving of course.

Erinn Swan



Social Media Manager

**Office of the Hon. Anastacia Palaszczuk MP**

Premier of Queensland and Minister for Trade

---

P 07 3719 7026 M s73(2) irrelevant

1 William Street, Brisbane QLD 4000

PO Box 15185 City East QLD 4002

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## Contract Details

Office of the Premier and Minister for Trade

Graphic Design/Social Media

s73(2) irrelevant

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## 1 Introduction

This whole document forms part of the Contract.

## 2 General information

No.	Topic	Details
1	Customer	Name: Office of the Premier and Minister for Trade ABN or ACN: 65 959 415 158
2	Customer contact details	Contact person: Jim Murphy Position: Chief of Staff Street address: Level 40 1 William Street, Brisbane Postal address: PO Box 15057 Email: jim.murphy@ministerial.qld.gov.au  All notices and other communication relating to the Contract are to be sent to the Customer at the details set out in this item, or any updated details that the Customer provides to the Supplier in writing.
3	Supplier	Name: <input type="text"/> ABN or ACN: <input type="text"/>
4	Supplier contact details	Contact person: <input type="text"/> Position: Graphics Designer Street address: <input type="text"/> Postal address: As above Email: <input type="text"/>  All notices and other communication relating to the Contract are to be sent to the Supplier at the details set out in this item, or any updated details that the Supplier provides to the Supplier in writing.
5	Subcontractor(s)	N/A
6	Contract term	Start date: 27/08/2021 (Work days - Tue, Wed & Fri) End date: 01/10/2021 Extension options: Nil Contract Value: \$ <input type="text"/> inc GST (\$ <input type="text"/> in GST per day)(16 days) <input type="text"/> Business affairs

7	<b>Cap on liability</b>	<p>The cap on liability (in the aggregate) is the greater of:</p> <p>(a) 3 times the total of all Prices payable under the Contract, or as limited by law or binding scheme (specified below).</p> <p>Binding Scheme applicable: N/A</p> <p>Summary of liability cap: N/A</p>
8	<b>Insurance</b>	<p><b>Workers compensation insurance</b> as required by law</p> <p><b>Public liability and products liability insurance:</b></p> <p>Minimum amount: Nil.</p> <p><b>Professional indemnity insurance:</b></p> <p>Minimum amount: Nil.</p> <p><b>Other insurances:</b> Nil.</p>
9	<b>Customer inputs</b>	N/A
10	<b>Site details</b>	<p><b>Delivery address for Goods:</b> N/A</p> <p><b>Location(s) for providing Services:</b></p> <p>The Supplier will perform the Services at the following location(s):</p> <p><u>Offsite</u></p>
11	<b>Delivery requirements (Goods only)</b>	N/A
12	<b>Authorisations</b>	N/A
13	<b>Security requirements</b>	N/A
14	<b>Conflict of Interest</b>	Nil.

### 3 Terms and conditions of the Contract

#### 3.1 Definitions and interpretation

The definitions and rules of interpretation applicable to the Contract are available on the [Department of Energy and Public Works website](#), current as at August 2021.

#### 3.2 Base terms

The "General Contract Conditions" apply to the Contract. A copy of these terms is available on the [Department of Energy and Public Works website](#) current as at August 2021. A copy is attached at the end of this contract.

### 3.3 Contract departures – Customer changes

Nil.

### 3.4 Contract departures – Supplier changes

Nil.

## 4 Forming the Contract

### 4.1 Acknowledgements and certifications

The Supplier:

- (a) agrees to provide the Goods, Services and other Deliverables to the Customer on the terms described in the Contract.
- (b) certifies that it has read, understands, and complies with all the requirements of the Contract.
- (c) acknowledges that only proposed Contract changes which comply with sections 3.3 and 3.4 form part of the Contract.
- (d) represents that all the information provided by it and referenced in the Contract is complete, accurate, up to date and not misleading in any way.
- (e) acknowledges that the Customer is relying on the information provided by the Supplier and referenced in the Contract in entering into the Contract.
- (f) acknowledges that the Customer may suffer damage if any of that information is incomplete, inaccurate, out of date or misleading in any way.

### 4.2 Forming the Contract

#### 4.2.1 Agreement by Supplier

The Supplier will sign in this section. By signing, the Supplier is offering to enter the Contract on the terms set out in this document. If the Supplier does not execute this document itself, it must (if the Customer requests) provide adequate evidence that the signatory is properly authorised to execute this agreement.

If the parties agree any changes to this document after the date of the Supplier's signature (but before the Customer accepts the Supplier's offer as described below), the Supplier and Customer will prepare a new version of the document incorporating the agreed changes, which will replace this document. The Supplier will sign the new document, offering to enter the Contract on the amended terms.

Date 26/08/2021

EXECUTED for and on behalf of: )

Name of Supplier ) Signature of authorised representative  
 by its authorised representative, in the ) By executing this agreement the signatory warrants that  
 presence of: ) the signatory is duly authorised to execute this agreement  
 ) on behalf of the Supplier  
 Signature of witness ) s73(2) irrelevant  
*TROY MITCHELL* ) Name of authorised representative (block letters)  
 Name of witness (block letters) ) Graphics Designer  
*1 WILLIAM ST, BRISBANE* ) Position of authorised representative  
 Address )

**4.2.2 Agreement by Customer**

The Customer may accept the Supplier's offer either by signing in this section, or separately confirming to the Supplier in writing that the Customer accepts the Supplier's offer.

Date

EXECUTED for and on behalf of: )

Name of Customer ) Signature of authorised representative  
 by its authorised representative, in the ) By executing this offer the signatory warrants that the  
 presence of: ) signatory is duly authorised to submit this offer on behalf of  
 ) the Customer  
 Signature of witness ) *JIM MURPHY*  
*TROY MITCHELL* ) Name of authorised representative (block letters)  
 Name of witness (block letters) ) *CHIEF OF STAFF, PREMIERS OFFICE*  
*1 WILLIAM ST, BRISBANE* ) Position of authorised representative  
 Address )



## Schedule 1 – Requirements

The Supplier must provide the Services specified below to the Customer, in accordance with the Requirements described in this Schedule.

### 1. Requirements for Goods

Nil.

### 2. Requirements for Services

Graphic Design/Social Media for the Premier's Office

### 3. Key Personnel

N/A

### 4. Other Requirements

N/A.

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## Schedule 2 – Price and Payment Terms

### 2.1 Price

Contract Total \$ [redacted] (inc GST) based on 16 days at \$ [redacted] (incl GST) per day  
Business affairs

### 2.2 Price reviews

N/A.

### 2.3 Payment plan/milestones

The Supplier may invoice the Customer at the end of each week of the contract.

### 2.4 Payment methods

Payment to be made via cheque, EFT or direct deposit, details of which will be provided on the invoice.

### 2.5 Discounts or rebates

N/A.

### 2.6 Other pricing information

N/A.

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## Schedule 3 – Performance Measurement

This Schedule describes how the Supplier's performance will be measured under the Contract, including:

- Key performance indicators, minimum service level requirements, acceptance criteria or other performance measures proposed by the Customer;
- Details of how KPIs will be measured (e.g. identify reports);
- Consequences if performance is unsatisfactory.

### Key Performance Indicators / Service Levels

Graphic Design/Social Media work to a satisfactory level as agreed by the Director of the digital media team

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## Schedule 4 – Governance

This Schedule sets out governance arrangements applicable to the Contract.

### 4.1 Reporting requirements

The Supplier must provide the following reports:

- N/A.

The Customer must provide the following reports:

- N/A.

### 4.2 Meeting requirements

- Nil

### 4.3 Escalation of issues

- The Chief of Staff, Jim Murphy

### 4.4 Other governance or quality assurance requirements

N/A.

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## Emily Arlidge

---

**From:** Mikhal Mitchell <Mikhal.Mitchell@premiers.qld.gov.au>  
**Sent:** Tuesday, 4 May 2021 12:08 PM  
**To:** Troy Mitchell  
**Cc:** Emily Arlidge; Kate McNarn  
**Subject:** Re: Duty Statements

Hi Troy

I need the establishment variation requests completed noting the start dates for the budget bid.

Kind regards  
Mikhal

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---

**From:** Troy Mitchell <Troy.Mitchell@ministerial.qld.gov.au>  
**Sent:** Tuesday, May 4, 2021 12:00:54 PM  
**To:** Mikhal Mitchell <Mikhal.Mitchell@premiers.qld.gov.au>  
**Cc:** Emily Arlidge <emily.arlidge@ministerial.qld.gov.au>  
**Subject:** FW: Duty Statements

Hi Mikhal, Attached is approved (With below amendment). Please let me know what you need our end.

Thanks



**Queensland  
Government**

**Troy Mitchell**  
Executive Manager  
**Office of the Hon. Anastacia Palaszczuk MP**  
Premier of Queensland and Minister for Trade

P 07 3719 7019 M s73(2) irrelevant  
1 William Street Brisbane QLD 4000  
PO Box 15185 City East QLD 4002

---

**From:** Emily Arlidge <Emily.Arlidge@ministerial.qld.gov.au>  
**Sent:** Tuesday, 4 May 2021 11:59 AM  
**To:** Troy Mitchell <Troy.Mitchell@ministerial.qld.gov.au>  
**Subject:** FW: Duty Statements

Here was approval on duty statements

---

**From:** Emily Arlidge  
**Sent:** Friday, 30 April 2021 1:32 PM  
**To:** 'Mikhal Mitchell' <Mikhal.Mitchell@premiers.qld.gov.au>  
**Cc:** Troy Mitchell <Troy.Mitchell@ministerial.qld.gov.au>  
**Subject:** RE: Duty Statements

Hi Mikhal,

One change – would you please take out the reference to 'Government Media Unit' and replace with 'media advisors'.

And then it's all approved our end.

R

Would I be able to get an ETA for when it will appear online please?

Thanks so much!

---

**From:** Mikhal Mitchell <[Mikhal.Mitchell@premiers.qld.gov.au](mailto:Mikhal.Mitchell@premiers.qld.gov.au)>  
**Sent:** Friday, 30 April 2021 10:05 AM  
**To:** Emily Arlidge <[Emily.Arlidge@ministerial.qld.gov.au](mailto:Emily.Arlidge@ministerial.qld.gov.au)>  
**Subject:** Fwd: Duty Statements

Hi Emily

Please find attached duty statements as discussed.

Kind regards  
Mikhal

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**From:** Mikhal Mitchell  
**Sent:** Thursday, April 29, 2021 12:16:52 PM  
**To:** Troy Mitchell <[Troy.Mitchell@ministerial.qld.gov.au](mailto:Troy.Mitchell@ministerial.qld.gov.au)>  
**Subject:** Duty Statements

Hi Troy

Please find attached draft duty statements for Advisor (Digital) and Senior Advisor (Digital) for consideration and feedback.

Once feedback has been provided, we will complete a final review prior to progressing the job ads on Seek.

If you have any questions please let me know.

Kind regards



**Queensland  
Government**

**Mikhal Mitchell**  
Manager – Human Resources  
**Ministerial Services**  
Department of the Premier and Cabinet

M s73(2) irrelevant

Level 28, 1 William Street, Brisbane  
PO Box 15125, City East, QLD 4002

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## Duty Statement

Version: 01.00.00  
Effective Date: XX/XX/XXXX

### Advisor (Digital)

- Manage social media platforms, maintaining high levels of engagement and ensuring timely responses to comments and messages.
- Develop online content in collaboration with the digital team and the Government Media Unit.
- Provide copyrighting for social media and online content.
- Provide input to the digital content schedule.
- Build, analyse and report on social media performances using insights.
- Assist with the development and maintenance of social media strategies.
- Develop and sustain strong, positive relationships with internal and external stakeholders.
- Assist senior ministerial staff in the performance of their duties.
- Model professional and ethical behaviour, treat others with respect and ensure personal conduct does not reflect adversely on the reputation of the employing member. Act at all times in accordance with the Queensland legislative framework for ministerial staff and code of conduct and consistently apply those high standards of ethical behaviour to self and others.

R



## Duty Statement

Version: 01.00.00

Effective Date: XX/XX/XXXX

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### Senior Advisor (Digital)

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- Oversee the digital and social media strategy and ensure platforms maintain high levels of engagement.
- Design, develop and maintain digital assets with a focus on providing up-to-date, timely and engaging content to target audiences.
- Manage risk and resolve complex issues related to digital and social media.
- Oversee the production and distribution of content across digital platforms including coordinating content approvals.
- Manage, plan and drive the digital content schedule.
- Collaborate across media and policy teams to drive new digital initiatives and improve the broader communications strategy.
- Use analytics and insights to track and measure performance and make data-driven decisions to increase organic engagement.
- Develop and sustain strong, positive relationships with internal and external stakeholders.
- In conjunction with the Principal Advisor (Digital), develop and mentor the digital team to create a high performing team with the required skills and abilities.
- Model professional and ethical behaviour, treat others with respect and ensure personal conduct does not reflect adversely on the reputation of the employing member. Act at all times in accordance with the Queensland legislative framework for ministerial staff and code of conduct and consistently apply those high standards of ethical behaviour to self and others.

R

