



## LEGISLATIVE ASSEMBLY FOR THE AUSTRALIAN CAPITAL TERRITORY

---

### SELECT COMMITTEE ON ESTIMATES 2022-2023

Mr James Milligan MLA (Chair), Mr Andrew Braddock MLA (Deputy Chair),  
Dr Marisa Paterson MLA

### ANSWER TO QUESTION ON NOTICE

---

**Ed Cocks MLA:** To ask the Minister for Industrial Relations and Workplace Safety

Ref: Budget Statement B, Table 4, p. 250

In relation to: Accountability Indicator H

1. What exactly does this measure?
2. How is it measured?
  - a. What media monitoring tool is used to measure this?
3. How does this measure anything meaningful?
4. In what circumstances would WorkSafe ACT not achieve a 100% rating?

**Mick Gentleman MLA:** I am advised that the answer to the Member's question is as follows: –

1. In order to improve awareness of WorkSafe ACT's role and work, WorkSafe ACT has a target of 100% of its media releases generating media coverage.
2. This indicator is measured by media coverage that is generated relating to a media release being issued by WorkSafe ACT. This coverage could include interview requests for radio or television, follow up questions from the media or media articles.
  - a. To monitor our media engagement the WorkSafe ACT Media and Communication team utilise iSentia media monitoring services. WorkSafe ACT communication staff also actively review media outlet coverage, including radio and online.
3. Media releases are just one of the communication channels WorkSafe ACT use. In order to raise awareness of WorkSafe ACT's role and work, media outlets are used to promote and spread key messages WorkSafe ACT is communicating.

This indicator measures the level of engagement media releases generate, showing how effective this communication channel is. As a relatively small organisation with responsibility for raising awareness of a broad range of workplace obligations, engagement with the media is a cost-effective method to distribute communication.

4. The message or subject of each media release WorkSafe ACT issues must have a mention in a media outlet to be considered 'achieved'.

If a media release doesn't generate any media interest such as, interviews or articles, then this indicator is not reached for that media release.

In some cases, the topic of the release is not picked up by the media as a story. There are many reasons for this including other more newsworthy topics or topics with a greater public interest.

To account for these uncertainties, WorkSafe ACT also uses social media and subscriber channels to promote its releases, ensuring that the message is promoted to its stakeholders in other ways.

Approved for circulation to the Select Committee on Estimates 2022-2023

Signature:



Date:

13/8/2022

By the Minister for Industrial Relations and Workplace Safety, Mick Gentleman MLA