



STANDING COMMITTEE ON ECONOMIC DEVELOPMENT AND TOURISM

JEREMY HANSON MLA (CHAIR), MICHAEL PETERSSON MLA (DEPUTY CHAIR), MARK PARTON MLA,
SUZANNE ORR MLA

**Inquiry into referred 2016–17 Annual and Financial Reports
ANSWER TO QUESTION ON NOTICE**



Asked by MR COE MLA:

Chief Minister, Treasurer and Economic Development Directorate 2016/17 Annual Report,
Coordinated Communications and Community Engagement, Output 1.3

In relation to: Media Monitoring and Communications professional development program

1. Please outline what media monitoring is undertaken by the Government, and how social media monitoring has been incorporated.
 - a. Is any of this process automated?
 - b. How many staff are attached to this project?
 - c. What are the staff/automated program looking for?
 - d. What are the measures of success/metrics?
 - e. What data is captured by the Government?
 - i. How is it used?
2. Please outline the communications professional development program.
 - a. How long does program run?
 - b. What is taught?
 - c. What is the measure of success?
 - d. How many people participated from each directorate?
 - i. What percentage is that of communications staff?
 - ii. What is the total number of communications staff across each directorate?
 1. What are their band classifications?
 - e. Was the program run by ACT Government employees, or external contractors?
 - i. If external contractors, what was the cost of the contract?



LEGISLATIVE ASSEMBLY FOR THE AUSTRALIAN CAPITAL TERRITORY

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Chief Minister: The answer to the Member's question is as follows:—

1. Media monitoring undertaken by the Government monitors local and some national media coverage across print, broadcast (radio and television). Email updates are delivered to subscribers four times per day on weekdays and once on Saturday and Sunday. To-date social media monitoring has been very limited and is no longer included the contract.
 - a. The contracted provider, Isentia uses automated key word searches across the various media type, combined with human analysis to check for accuracy and relevance to the monitoring brief.
 - b. The service and contract with Isentia is managed by the Whole of Government Communications team within CMTEDD Communications and Engagement. Two staff members are actively engaged in managing the service in addition to a broad range of other duties.
 - c. Monitoring is based on a brief of key search terms which have been compiled based on programs, policies, spokespeople relevant to the ACT Government.
 - d. Measures of success include subscriber satisfaction-levels as well as the service provider's performance in relation to timeliness of updates and responsiveness to service requests, attendance at meetings, and accuracy and reliability of the service.
 - e. Data relating to subscriber's satisfaction and usage have been captured. A survey of subscribers conducted in August 2017 determined that 86.4% of respondents are satisfied with the media monitoring services provided. 88.4% read the daily media reports at least once a day and the majority of respondents (91.3%) think the media monitoring captures relevant news events well. Respondents who were dissatisfied were generally seeking services outside the scope of this service (for example, coverage of national issues or federal government issues).
 - i. This information is used to ensure that the service meets the needs of subscribers and that they are satisfied with the service.
2. An informal program of professional development opportunities is coordinated by the Whole of Government Communications team within CMTEDD Communications and Engagement. The program is run as a community of practice and network of officers undertaking similar work across the ACTPS.
 - a. The program does not have a set schedule or duration.
 - b. Topics are based on enhancing the government communications environment, whole of government tools and services and developing practical skills. This has included:
 - i. photography and video
 - ii. advanced media management
 - iii. effective use of the media monitoring service



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- iv. presentations from the Electoral Commissioner, the Independent Reviewer of Campaign Advertising, and the (then) Commissioner for Public Sector Administration in the lead up to the 2016 election
 - v. using the Master Media Arrangement to purchase advertising
 - vi. an introduction to the Whole of Government Creative Services Panel.
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- c. Attendance of staff and feedback is used to measure the success of each session.
 - d. The number of participants from each directorate varies between sessions. Records indicate there were 245 attendees across all sessions including communications, engagement, policy and administrative staff. This number also includes individual staff who attended more than one of the offered sessions.
 - i. It is not possible to provide a specific breakdown on Communications staff who participated noting the sessions included a range of officers from across the ACTPS.
 - ii. The total number of communications staff across each directorate as at 11 November is at Attachment A.
 - iii. Attachment A includes Communications staff band classifications
 - e. The Communications professional development program is coordinated by CMTEDD Communications & Engagement. Most presentations are provided by ACTPS staff or subject matter experts for whom there was no cost. The advanced media management presentation was undertaken by an external contractor at a cost of \$3,900 plus GST, with costs charged to participating directorates for professional development of their staff.

Approved for circulation to the Standing Committee on Economic Development and Tourism

Signature: 

Date: 23.11.2017

By the Chief Minister, Andrew Barr MLA

QON 79: Media Monitoring and Communications professional development program

As at 11 November 2017, ACT Government directorates employed the following Communications staff in strategic communications and media, digital communications, marketing and advertising roles.

Questions	CMTEDD		CSD	EDU	HEALTH	TCCS	JACS	ESA	EPSDD
	Enterprise Canberra	Chief Minister & Treasury							
1. What is the total number of staff by full-time equivalent and headcount assigned to media or public relations roles for each directorate and government agency for which you are responsible.	15.54 FTE 17 by headcount	19 FTE 19 by headcount	3 FTE 3 by headcount	9 FTE 9 by headcount	24 FTE 24 by headcount	10 FTE 10 by headcount	2 FTE 2 by headcount	2 FTE 2 by headcount	8 FTE 8 by headcount
2. What is the breakdown, by ACT Public Service classification type, of the number of staff assigned to media or public relations roles for each directorate and government agency for which you are responsible.	SOGB: 2 SOGC: 5.45 ASOG: 2 ASOS: 6	SES: 2 SOG A: 2 SOG B: 1 SOG C: 7 ASOG: 7	SOG A: 1 SOG C: 2	SOG A: 1 SOG B: 3 SOG C: 2 ASO 6: 1 ASO 5: 2	SES: 1 SOG A: 3 SOG B: 4 SOG C: 4 ASOG: 9 ASOS: 2 ASO4: 1	SES: 1 SOG A: 1 SOG B: 3 SOG C: 2 ASO 6: 1 ASO 5: 2	SOG B: 1 ASOG: 1	SOG B: 1 ASOS: 1	SES: 1 SOGB: 3 SOGC: 2 PAO: 1 ASOG: 1

