



**Legislative Assembly for the
Australian Capital Territory**

Report on a visit to the New South Wales and Tasmania Parliaments by the Speaker and Clerk of the Legislative Assembly for the Australian Capital Territory

November 2024

Visit to the New South Wales and Tasmania Parliaments by the Speaker and Clerk of the Legislative Assembly for the Australian Capital Territory

20 – 21 November 2024

Introduction

When I was elected as Speaker of the Legislative Assembly it was suggested to me by the Clerk that it would be beneficial to gain an insight into how the position of Speaker operates in Parliaments with an Opposition Presiding Officer, and with a similar size and structure. Speakers Rattenbury, Dunne and Burch all had the opportunity to meet Presiding Officers of other legislatures within the first few months of taking office. Following discussions with the Clerk, it was agreed that the New South Wales (NSW) and Tasmania Parliaments would provide a useful comparison with the ACT Legislative Assembly.

The NSW Legislative Assembly has a minority Labor government, with its Speaker being an Independent MP, and the Legislative Council has a National MP as its President in a Chamber where the governing party does not have a majority.

The Tasmania Parliament comprises a 35 member House of Assembly and a 15 member Legislative Council. The President of the Tasmania Legislative Council is a Labor MP in a Liberal Government and, like the ACT Legislative Assembly, relies on the crossbench for many of its decisions. Similarly, the Speaker of the House of Assembly is a Labor MP presiding over a chamber that has a Liberal Premier with a minority government, with the crossbench similarly taking a prominent role for decisions in that Chamber.

A visit was arranged for Wednesday, 20 November 2024 (NSW) and Thursday, 21 November 2024 (Tasmania).

A copy of the program for the two days is at Attachment A. The cost of this travel will be detailed on the Assembly website which is updated every six months.

Wednesday 20 November 2024 – New South Wales Parliament

Discussion with the Hon Ben Franklin MLC, President of the New South Wales Legislative Council, and Mr David Blunt AM, Clerk of the Legislative Council

A wide-ranging discussion was had with the President and Clerk of the Legislative Council covering the role of the President in a legislature where his party did not command a majority of members. Among the matters discussed were:

- the events surrounding the celebration of the 200th anniversary of the NSW Legislative Council this year where the King visited and presented a gift of a timing sandglass in the Chamber;

- the President does not participate in debate, nor does he attend party meetings;
- the importance of being impartial in the role;
- staffing the President's office with experienced staff has assisted him tremendously in his role;
- the President appears before estimates committees on a regular basis and he discussed how to prepare for such appearances;
- the members are elected for a six year term; and
- some of the issues facing the legislature are securing adequate funding for an ageing parliament building.

Meeting with the communications and engagement teams of the NSW Legislative Council and the Legislative Assembly

The Clerk and I were briefed on the way the Council and the Assembly engage with the citizens of NSW. Each Chamber has its own outreach program, with the Council having a 9/10 officer and the Assembly team being headed by a committee director (part-time) and four other staff.

We were shown how they communicate on social media via Facebook/X and LinkedIn. The Council also uses Instagram. The Legislative Assembly has a Community Newsletter (Attachment B) containing information on various committee activities.

Both teams use Auslan in a video with highlights of parliamentary activity.

Viewing of Question time in the New South Wales Legislative Assembly

The Clerk and I then viewed Question Time which started at 11 am. Whilst watching the proceedings we observed:

- the Speaker is called "Speaker" rather than Mr Speaker;
- the Speaker has the ability to "sin bin" MLAs (i.e. have them removed from the Chamber) for short periods where he believes their behaviour warrants it;
- there is a time limit for answering questions by ministers of three minutes;
- there are 14 questions allowed at Question Time or the period shall last 55 minutes, whichever is the longer, with the crossbench being allowed two questions. That means the Opposition get five questions a day, with one supplementary being allowed per Question Time;
- for three of the answers for questions asked by government members, an extension of time was moved for a further two minutes for a minister to continue their answer; and

- members are “called to order” by the Speaker during Question Time, and after they are called three times they are then ejected from the Chamber. Many members were called to order, and it was a very unruly question period, thus reflecting the term “bearpit” as a description of the Chamber.

Viewing of Question time in the New South Wales Legislative Council

The Clerk and I then were escorted to the Legislative Council Chamber where we viewed their Question Time. While watching the proceedings we observed:

- members have a time limit on the asking of a question (45 seconds) and there is a three-minute time limit for the answer;
- supplementary questions are allowed, and there did not appear to be any restriction on having a preamble; and
- there were only 24-25 MLCs in the Chamber for Question Time, which was less than the full membership of the Council (42 MLCs).

Luncheon with Clerks of the Parliament of NSW

The Clerk and I were hosted to a lunch by the two Clerks where we continued the discussions from the morning.

Bicentenary concert

The Clerk and I then viewed a performance featuring the Sydney Conservatorium of Music. The concert was part of a series of events to mark the 200th anniversary of the establishment of the Legislative Council of NSW (Attachment C).

Meeting with the Communications, Education and Engagement Team of the Department of Parliamentary Services.

The Clerk and I were given an overview of the NSW Parliament’s Social Media Engagement Overview. The overview outlined the general approach for Facebook, LinkedIn, Instagram, as well as ways of working and collaboration, audience insights and content streams. Attachment D to this report are slides from the PowerPoint presentation.

Meeting with the Hon Greg Piper MP, Speaker of the NSW Legislative Assembly

The final meeting of the day was with the Independent Speaker of the Assembly, the Hon Greg Piper MP. A wide-ranging discussion was held which included:

- the close seating of the Chamber with 93 MPs leads to a lot of tension at Question Time;
- the Assembly does not yet have family-friendly sitting hours, despite attempts to do so, with some sitting scheduled for Fridays;

- it is a big adjustment to the role of Speaker when you first start out; and
- the Speaker does participate in the floor of the Chamber and gave an example where he participated on a debate and pushed for an amendment to the sitting pattern to secure additional sitting weeks.

Thursday, 21 November 2024 – Tasmania Parliament

Viewing of Question Time in the Tasmanian House of Assembly

Question Time commences at 10 am in the Tasmanian House of Assembly and the Clerk and I viewed the questions period from the Speaker's Gallery. While watching the proceedings we observed:

- Legislative Council ministers are admitted to the Chamber and are seated just in front of the Speaker's Gallery, and attend until 10.50 am;
- there are 14 Liberal members, 10 Labor members, five Greens, one Jacqui Lambie Network, and five independents;
- there are time limits for both asking (one minute) and answering (three minutes) questions without notice, with one supplementary allowed for each question and preambles are allowed;
- there must be seven questions from the Opposition, four from the Greens, one by the Jacqui Lambie Network, and one for each of the Independent members; and
- at the conclusion of Question Time there is time set aside for eight constituency questions (one minute each question), with replies to constituency questions to be provided to the Clerk within 30 days.

Meeting with the Hon Michelle O'Bryne MP, Speaker of the House of Assembly

The Clerk and I held a meeting with the Tasmanian Speaker. Amongst the points discussed were:

- Hon Michelle O'Bryne MP had been appointed Speaker on 14 May 2024;
- the Speaker tended to avoid party meetings that involved tactics for the Chamber, and does not participate in debates on the floor;
- Speaker has a casting vote;
- Question Time seemed to work fairly well in the House, with the Speaker having the ability to send out a member who was unruly; and
- the House had family-friendly sitting hours, meeting from 10 am to 6 pm.

Luncheon with Clerks of the Parliament of Tasmania

The Clerk and I were hosted to a lunch by the two Clerks where we discussed the operations of the Tasmanian Parliament.

Tour of Parliament of Tasmania Building

An attendant took us on a tour of the Long Room and other parts of the Parliament building. It was noted that some member offices were quite basic with little or no room for staff.

Viewing of Question time in the Tasmanian Legislative Council

Question Time commenced at 2.30 pm in the Tasmanian Legislative Council, and the Clerk and I viewed the questions period from the President's Gallery. While watching the proceedings we observed:

- ministers were seated on both sides of the Chamber;
- the Chamber was quite ornate;
- the President wears robes, as do the Clerks; and
- questions last for 30 minutes, and supplementary questions may be asked.

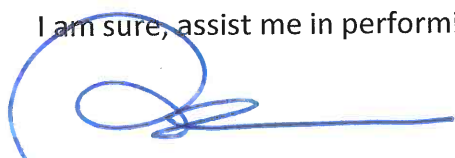
Meeting with the Hon Craig Farrell MLC, President of the Legislative Council

The final meeting of the day was with the Independent Speaker of the Assembly, the Hon Craig Farrell MLC. A wide-ranging discussion was held which included:

- the President does not attend party room meetings;
- the President does participate in the debate on the floor of the Council, but only on matters relating to his electorate; and
- the operation of Question Time.

Conclusion

The visit to the two parliaments provided me with an invaluable opportunity to discuss the conduct of parliamentary proceedings with the Speakers and the Presidents, as well as compare and contrast the level and extent of services that are provided by the parliaments to their respective members. I thank the four Presiding Officers for their hospitality and the various assistance by the officers concerned. The discussions held will, I am sure, assist me in performing the duties of the Speaker of the Legislative Assembly.



Mark Parton MLA
Speaker of the Legislative Assembly of the ACT
November 2024

Visit to the New South Wales Parliament

Wednesday 20 November

Arrival

9.00 am – 9.15 am	'Stand up' meeting LC Clerk's sitting day briefing	LC Clerk's office
9.15 – 10.00 am	Meeting with the President President's program and coffee	President's office
10.00 – 11.00 am	Communications in the Houses Social media and engagement in the LA/LC	Room 1254
11.00 – 11.25 am	LA Question Time	LA Chamber
11.30 – 11.55 am	LC Question Time	LC Chamber
12.00 – 1.00 pm	Lunch Joined by the Clerk's and Deputy Clerks	Stranger's Dining Room
1.00 – 1.30 pm	Bicentenary concert	Fountain Court
1.30 – 2.00 pm	Communications, Education and Engagement Discussing Parliament's communications	Library Conference Room (L6)
2.15 pm – 3.00 pm	Meeting with the Speaker Afternoon tea	Speaker's Office

Departure

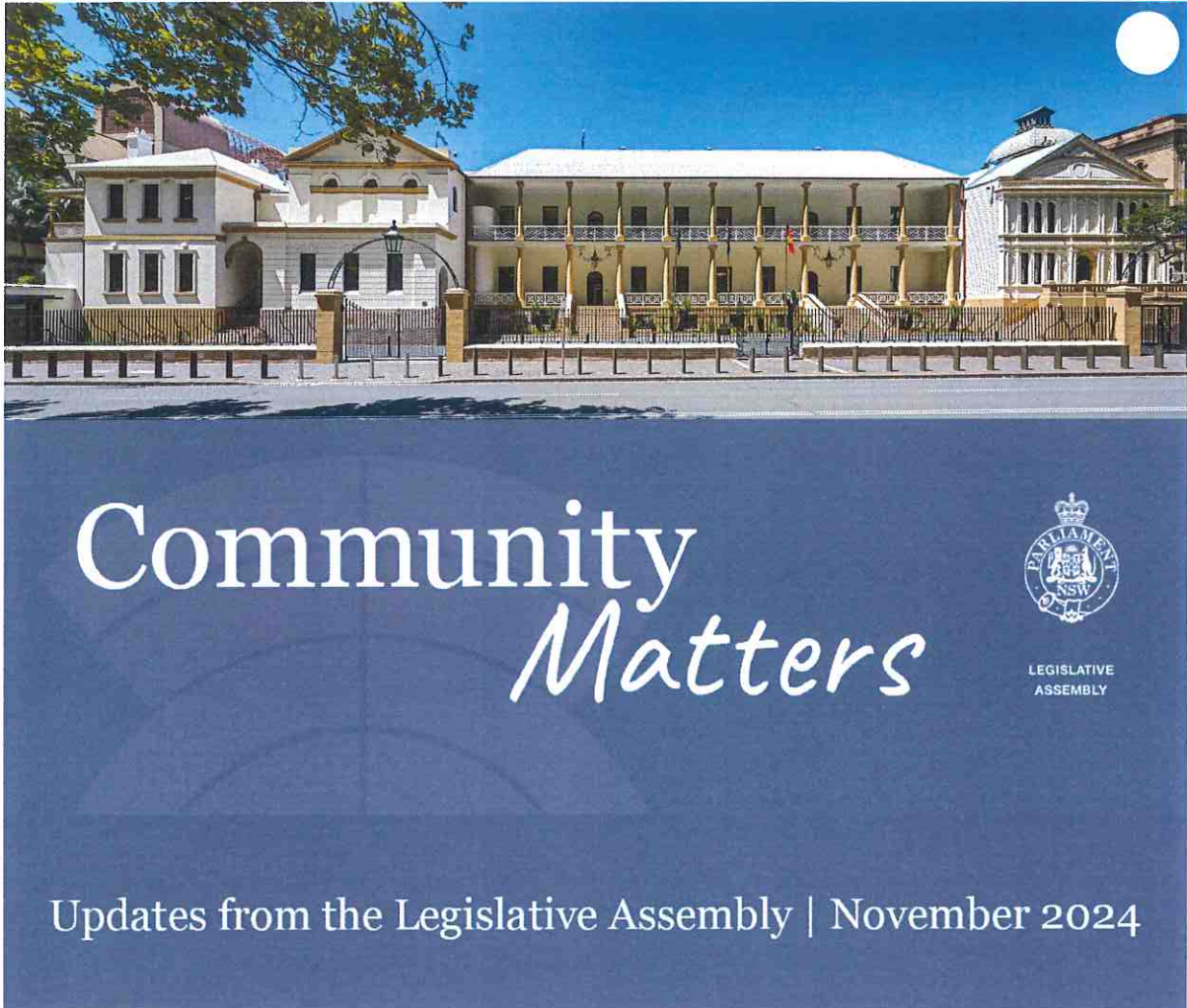


**Programme for the Visit to Parliament House, Hobart, of Speaker of the ACT
Legislative Assembly, Mr Mark Parton, MLA, and Clerk of the ACT Legislative
Assembly, Mr Tom Duncan**

21 November 2024

9.45am	Arrive at Parliament House, Hobart, met by Parliamentary Support Officer, Georgia Gray.
10:00am	Observe House of Assembly question time.
11:30am	Meet with the Speaker of the House of Assembly, The Honourable Michelle O'Byrne MP.
1:00pm	Lunch in the Dining Room, Parliament House, with Clerk of the Legislative Council, Catherine Vickers, and Clerk of the House of Assembly, Laura Ross.
2:00pm	Tour of Parliament House with Parliamentary Officer, Charles Casimaty.
2:30pm	Observe Legislative Council question time.
3:00pm	Meet with the President of the Legislative Council, The Honourable Craig Farrell MLC.
4:00pm	End Parliamentary programme.

[View this email in your browser](#)



In this edition

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[Committee in focus – youth crime in the regions](#)

[Committees at a glance](#)

[Your questions answered](#)

[Get involved](#)

Welcome



Community engagement

Welcome to the November edition of the Community Matters newsletter!

I'm Shanshan, the Digital and Community Engagement Manager for the NSW Legislative Assembly (LA). Every month, you will receive an update from me about LA committee inquiries – what they are looking into and how you can participate in inquiries that matter to you and your community.

Committees provide an opportunity for the people of NSW to have a say on a range of important issues such as housing, transport and community services. That's why we need to make sure everyone feels empowered to voice their opinions.

We hope this newsletter can keep you informed of what's happening in LA committees and help you participate in the inquiry process.

We also want to hear from you. Do you have questions about committees? Is there a topic you'd like us to cover in the newsletter? Let us know by sending an email to

Assembly.Engagement@parliament.nsw.gov.au!

Committees

Committee in focus – youth crime in the regions

This section provides a deeper understanding of a specific inquiry that matters to communities. Each month, we will dive deep into one topic – what it is about, why it is important and how committees might help.

We want to explain the inquiry in a way that's accessible and helps you learn more about committees.

The [Legislative Assembly Committee on Law and Safety](#) is looking into [community safety](#) in regional and rural communities in NSW. Apart from investigating the root causes of youth crime, the Committee is also considering what specific actions the NSW Government can take to support best practice prevention initiatives and improve community safety.



those communities about the issues they face in relation to youth crime. During the Committee's public hearings, community groups, service providers and First Nations stakeholders shared their experiences, first-hand insights and suggestions to address crime in those communities and to make them safer.

The Committee heard about drivers of youth crime, the importance of wraparound services, and standout initiatives such as the [Maranguka Community Justice Reinvestment Project](#) in Bourke.

Mr Michael Kemp, Member for Oxley, said he was thankful that the Committee came to Kempsey and that the community had the opportunity to share their stories and hopes for change with the Committee.

"During the inquiry we heard about the heartbreaking reality that many of those young kids come from broken homes—homes filled with violence, drugs and neglect. For many of them, the streets feel safer than their own homes. We also heard the undeniable truth that our response to youth crime has been reactive, not proactive. The inquiry should offer us a clear framework to break that cycle, to address the root causes of crime in our regional communities and to finally get ahead of the challenges," Mr Kemp said.



Mr Edmond Atalla, Committee Chair, spoke about the importance of working together with communities in the regions.

Some of written submissions to the inquiry, "The community is keenly feeling the effects of escalating crime and the Committee is ensuring their voices are heard as part of this important inquiry," Committee Chair, Mr Atalla said. "Our recommendations to the NSW Government will ultimately be informed by input and advocacy from regional and rural communities."

The Committee will hold more hearings and community consultations throughout 2025. Hearing schedules will be published on the [inquiry webpage](#) next year. If you have any questions about this inquiry or want to participate in future hearings, you can contact [committee staff](#) or email me on Assembly.Engagement@parliament.nsw.gov.au.

For regular updates of committee activities including the progress of this inquiry, you can follow us on [Facebook](#), [LinkedIn](#) and [X](#).

Committees at a glance

- **A closer look at virtual stock fencing:** virtual stock fencing technology allows farmers to move, confine and monitor animals remotely without the need for physical fences. A recent [committee inquiry](#) recommended the legalisation of this technology in NSW. The Committee also recommended that the NSW Department of Primary Industries and Regional Development develop a mandatory code of practice to mitigate animal welfare risks. The full report is available [here](#).



- **Increasing housing supply for essential workers:** essential workers are key to the functioning and wellbeing of people in NSW. However, without a sufficient supply of affordable housing, it can be impossible for them to find suitable accommodation close to work. A [select committee](#) recently held a [public hearing](#) to understand options to address this issue including impact on different areas. Watch [this video](#) for a recap of key hearing insights.
- **Examining historical development consents:** historical development consents relate to developments which were approved years, or even decades, ago and have been 'physically commenced', but remain unfinished due to there being no time limit for completion. The [Committee on Environment and Planning](#) travelled to the South and Far North Coasts of NSW to discuss the challenges of managing these consents. Committee members heard from communities about their concerns of the environmental impact, including impacts on biodiversity. The Committee also held a [hearing](#) on 30 October and intends to hold more hearings next year.



- **Measuring performance and wellbeing in NSW:** the NSW Government is developing a [Performance and Wellbeing Framework](#) to measure the performance of NSW Government services and quality of life for the people of NSW. The [Public Accounts Committee](#) held a [public hearing](#) in September to gather feedback on the Government [Consultation Paper](#). Researchers, peak bodies, advocates and councils shared their opinions on draft outcomes and indicators in the Framework.
- **Assets and operations of NSW Rural Fire Service:** the NSW Rural Fire Service (RFS) works closely with local councils in managing bushfires and bushfire hazards. The [Public Accounts Committee](#) is looking into the management of RFS related assets and whether the current arrangement between RFS and councils are effective. The Committee [heard from councils and Bush Fire Brigades](#) in August. This was followed by a second hearing in September where the Committee [heard from government agencies](#).

How we work

Your questions answered



We know that the inquiry process can be complex and you may have lots of questions when thinking about participating in inquiries. That's why we are here.

Every month, we will take on a question from our audience and deliver a simple explainer. Email your question to Assembly.Engagement@parliament.nsw.gov.au to see it featured in the newsletter! We will remove any personal information from the question and you can choose to remain **anonymous**.

This month's question: "While I really want to participate in committee inquiries, I don't usually have time to write submissions. I had a look at the submissions online and they are very long. Even if I am to write one, I don't think I can do it before the submission closing date. How can I have my voice heard?"

People often think that a submission needs to be formal and lengthy. The good news is that it doesn't need to be – you can just write down a few paragraphs or dot points of your thoughts on the inquiry topic!

We also understand that people already have a lot on their plate and the deadline may not work for everyone. If you need an extension, you can email or call the Committee Manager and they will forward your request to the Committee Chair. There is a 'Contact us' tab on every inquiry webpage where you can find contact details.

If you don't have time to write a submission but would like to talk about your experience in hearings, you can also contact the Committee Manager. Finally, I'm always here to chat about community engagement and can direct you to the right contact!

Upcoming Activities

Submissions Closing

Get involved

Have your say before submissions close on:

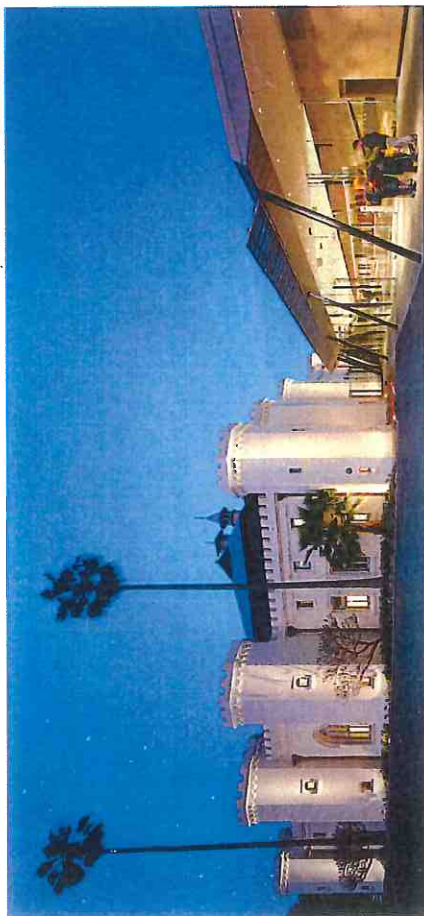
- 31 January 2025 for the [inquiry on the Greater Sydney Parklands Trust](#).

Watch a public hearing in person or via [livestream](#):

- 25 November for the [inquiry](#) into Improving access to early childhood health and development checks
- 2 and 3 December for the [inquiry](#) into Options for essential worker housing in NSW
- 9 December for the [inquiry](#) into Religious exemptions for the wearing of helmets
- 12 and 13 December for the [inquiry](#) into The implementation of recommendations relating to health reform in remote, rural and regional communities.

Public Hearings





ABOUT SYDNEY CONSERVATORIUM OF MUSIC

The Sydney Conservatorium of Music is one of Australia's leading arts institutions, serving as a centre of musical excellence for over a century. Founded in 1915, the Conservatorium has a long and distinguished legacy of producing some of Australia's best musicians, composers and music educators.

Offering a comprehensive range of undergraduate and postgraduate programs in music performance, composition, musicology, music education, conducting, and digital music and media. Conservatorium courses provide students with a high level of technical and artistic proficiency, as well as a deep understanding of music theory, history, and culture.

The Conservatorium provides students with real-world experiences that prepare them for successful careers in the 21st-century music industry. The world-class faculty of scholars, researchers and musicians bring a wealth of practical knowledge and experience to the classroom, providing students with the opportunity to learn from some of the best in the business. The Conservatorium is also home to PARADISEC, a world-class digital archive of records from the many cultures of the Pacific region and beyond.

The Conservatorium is committed to providing opportunities for students to study music overseas, and to provide a place for visiting students and researchers to enjoy the unique experience of learning, teaching, creating and performing at their home on Gadigal land.

To support or find out more visit www.btr.ly/usyd-conservatorium.



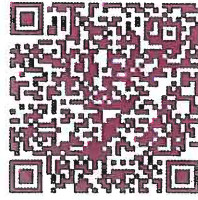
Bicentenary Concert Series

Performance featuring
Sydney Conservatorium of Music
20 November 2024

REFLECT. CELEBRATE. IMAGINE. ABOUT THE BICENTENARY CONCERT SERIES

The 2024 Bicentenary of the New South Wales Legislative Council is a chance to *reflect* on our past, **celebrate** our progress and *imagine* our future - and each sitting Wednesday you can do just that as you enjoy intimate concerts in the Fountain Court delivered by talented musicians from Sydney Youth Orchestras, the Sydney Conservatorium of Music and other talented organisations and groups.

As you listen to each performance, you'll be invited to reflect on a specific theme relating to the Bicentenary and the Parliament more broadly. We welcome you to share these thoughts with us by scanning the QR code below.



Learn more about the Bicentenary at
www.parliament.nsw.gov.au/bicentenary.

Celebrating 200 years of democracy

ABOUT TODAY'S PERFORMANCE SYDNEY CONSERVATORIUM OF MUSIC

THE MUSICIANS

- Andrew Robertson - Tenor Saxophone
- Jacob Jayasena - Piano
- Craig Scott - Bass
- Mitchell Minotto - Drums

THE PERFORMANCE

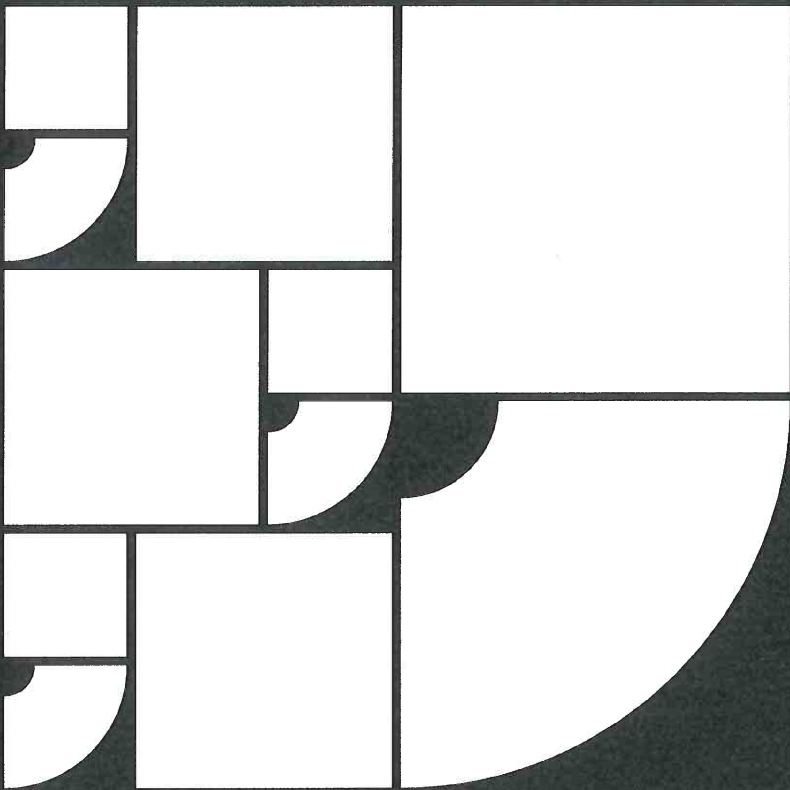
- Blue Christmas
- God Rest Ye Merry Gentleman / Segment
- Embraceable You
- Feliz Navidad / My Little Suede Shoes
- The Christmas Song
- Frosty the Snowman

Parliament of
New South Wales

NSW PARLIAMENT
SOCIAL MEDIA
ENGAGEMENT
OVERVIEW



November 2024



AGENDA

General Approach

Facebook

LinkedIn

Instagram

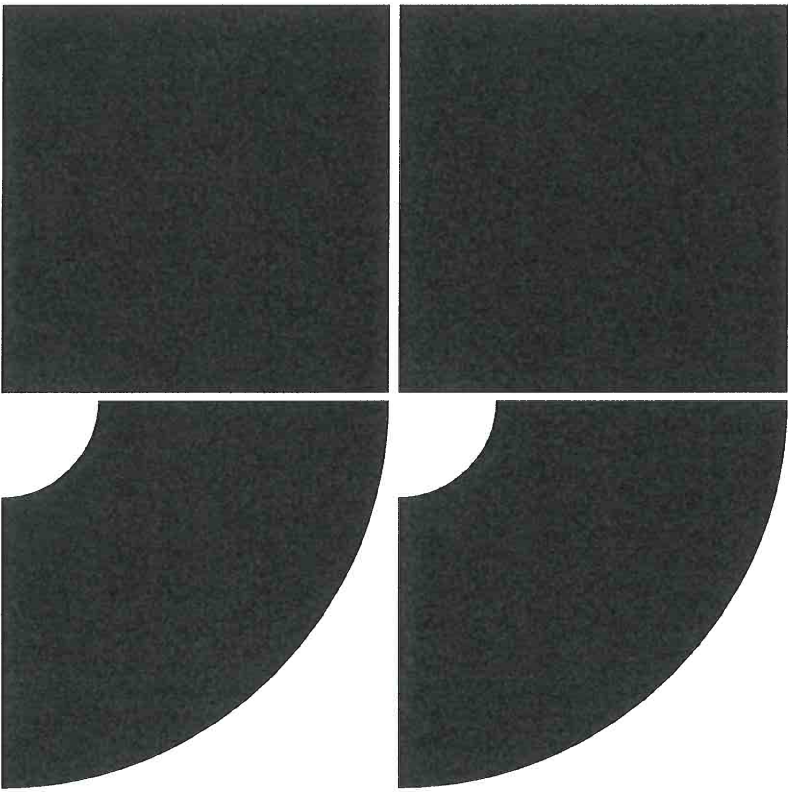
Ways of Working & Collaboration

Audience Insights

Content Streams



GENERAL APPROACH



GENERAL APPROACH



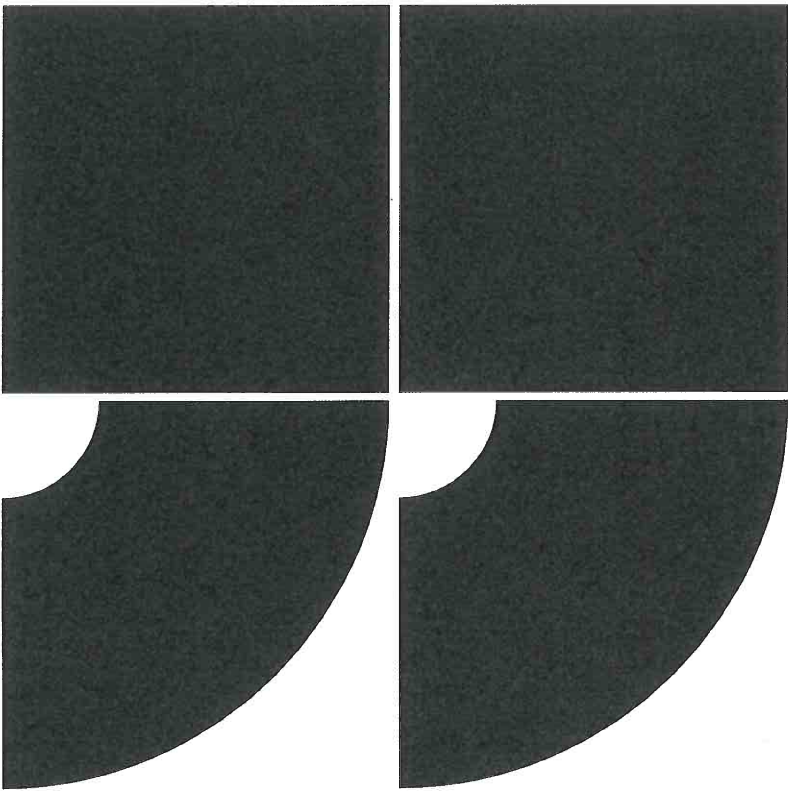
Social media enables the Parliament of NSW to connect with and engage the people of NSW.

Our digital presence is an extension of the NSW Parliament, enabling us to represent a consistent image to the community and a forum for discussion. Our social media channels support our efforts to elevate trust in the institution through transparent and accurate information, as well as increasing engagement in parliamentary activities.

This aligns with the Parliamentary strategic outcomes:

- All people feel welcome and can participate online
- Our stakeholders have increased trust and confidence in the Parliament of NSW
- Our customers and audiences experience service excellence.

AUDIENCE INSIGHTS



AUDIENCE INSIGHTS

Facebook

- Most followers are politically aware but - when compared to LinkedIn – are likely to have a **low level of political and parliamentary knowledge**
- We expect them to be **over the age of 35**
- Reside predominantly in NSW with **English as main language spoken**
- A **larger audience from regional locations** on Facebook compared to other platforms.



LinkedIn

- **Public servants** who followed us because they worked for us or NSW Government or other jurisdictions
- Solid **familiarity with the Parliament**
- **Most likely live in Sydney metro** area and work in government NSW hotspots (CBD, Parramatta, some regional towns like Orange). Unlikely to live regional unless they moved during COVID
- We expect them to be of working age (22 – 60) with a sound understanding of policy and how government operates. This group is the most likely to know the difference between the two chambers
- **Top industries:** 26% work in Gov and Policy, 13% work in Construction and Manufacturing, 10% work in Education.
- Updates about our **people/teams/events** receive the highest engagement

AUDIENCE INSIGHTS

Twitter

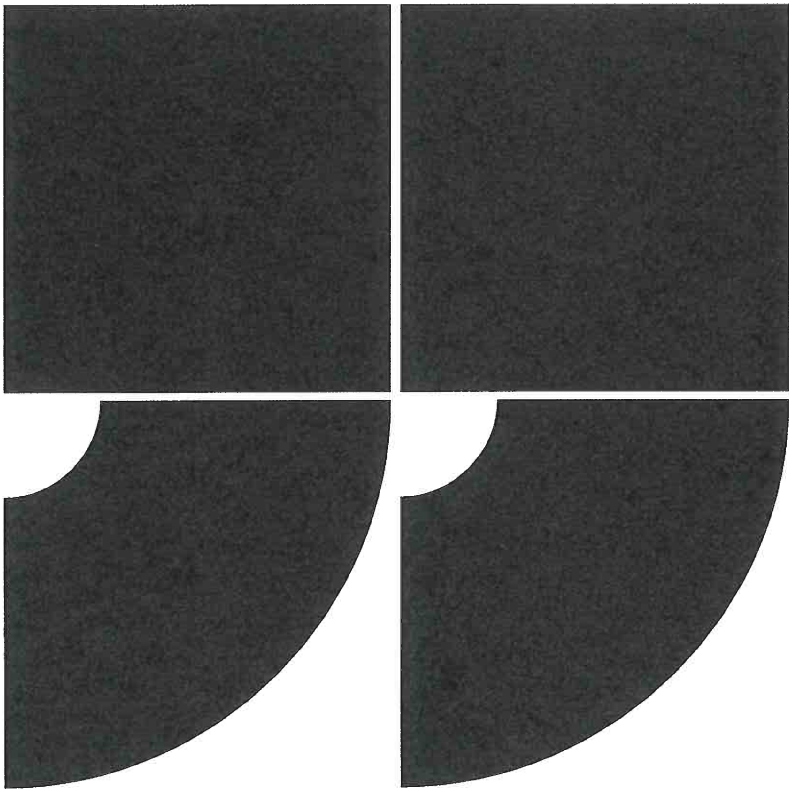
We do not currently track audience insights however we can generally assume our audience demographics are **similar to our LinkedIn followers**. Updates about our people/teams/events receive the highest engagement.



Instagram

- Followers will be predominantly people **under the age of 35** who have a keen interest in **art, history** and **cultural heritage**
- They may follow our neighbouring institutions on Instagram and may not engage with other parliaments
- **Users view on mobile** and are more receptive to **video content**. They appreciate **aesthetically curated content** (vs users on LinkedIn and X). They have a shorter attention span than those on LinkedIn
- Recent high engagement on Royal Tour posts suggests a cohort of monarchists/Royal Family fans within the audience

SOCIAL MEDIA CHANNELS



SOCIAL MEDIA ENGAGEMENT OVERVIEW

FACEBOOK



- Accessible, informative, sharable content, with a friendly tone and levity where appropriate
- New or relevant content, especially with people, including events, exhibitions, dining or historical anniversaries
- Key platform to respond to comments, questions or messages from the public
- Mixed formats including video, text and images
- Video content which drives engagement is generally favoured by the Facebook algorithm and creates opportunities for discoverability
- Tagging relevant stakeholders, including members or event partners
- Paid boosting of high performing or engaging content.



SOCIAL MEDIA ENGAGEMENT OVERVIEW

LINKEDIN

15.8k
followers

- Professional and detailed tone, assuming a high familiarity with the parliament
- High priority content includes information of interest to parliament employees and NSW public servants, plus related professions and organisations with an interest in parliamentary matters
 - Examples include staff profiles, events, awards, committee enquiries, teacher resources, research and legislation explainers
- Tagging stakeholders where appropriate, for example partners, members, organisations, committee submissions, as this results in higher reach and engagement.

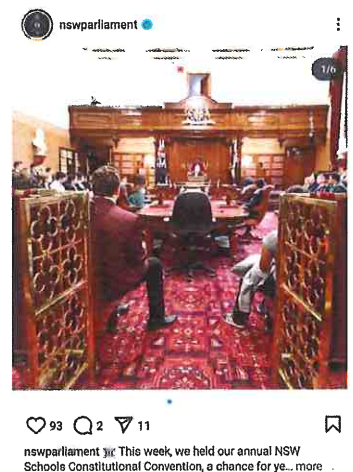


SOCIAL MEDIA ENGAGEMENT OVERVIEW

INSTAGRAM

6.6k
followers

- Accessible, engaging and highly visual with an increasing emphasis on video content to drive engagement and discoverability
- History, art, culture, dining and events (rather than parliamentary proceedings)
- Shorter copy, utilising hashtags and tagging stakeholders where appropriate to encourage engagement
- Levity and playfulness in copy where appropriate, including use of emojis
- Paid boosting of high performing or engaging content.



SOCIAL MEDIA ENGAGEMENT OVERVIEW

YOUTUBE & X

- **YouTube** is a content hosting platform with multiple NSW Parliament teams uploading content
- Content streams include: event recordings, committee or research recordings, budget sessions, educational videos and documentaries of tours or artworks
 - Most popular videos include the 'Passing a Bill' animation and the 2024-2025 budget estimates
- Subscribers to the channel are growing, now over 4k
- Specific content strategy and resources required to build out this to be consistent with our other channels
- **X (formerly Twitter)** was once a highly engaging platform but has reduced its significance in the overall channel mix due to community trends towards other social channels
- Used weekly to share news, events or research updates



Passing A Bill: Animation for Years 5 & 6 Students
2 Aug 2021



Budget Estimates 2024-2025 - Hon Chris Minns MP - 28 August 2024
29 Aug 2024



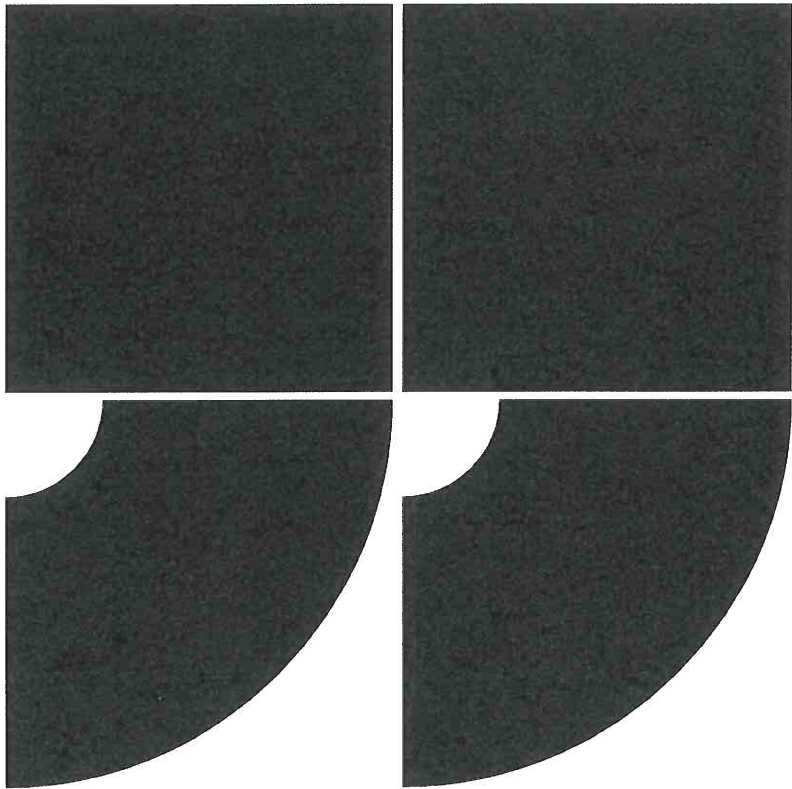
Public Tours at the Parliament of NSW
215 views · 3 weeks ago
Visit both chambers where laws are made and some of Sydney's oldest rooms in Australia's first Parliament.
Over one hour, our friendly guides will take you around the parliament precinct and through the historic legislative chambers. You will experience firsthand the beautiful colonial architecture while learning more about the role, history and work.
READ MORE



Parliament of
New South Wales

SOCIAL MEDIA ENGAGEMENT OVERVIEW

**WAYS OF WORKING &
COLLABORATION**



WAYS OF WORKING & COLLABORATION

The various departments at NSW Parliament are valuable resources and partners, and endeavour to maintain strong working relationships with these subject matter experts. They include:

- Legislative Assembly
- Legislative Council
- Library, Collections & Archives
- Education, Hansard & Catering



-
- Regular catch-ups with respective comms teams
 - Including LA and LC
 - share plans, priorities and ideas
 - collaborate, workshop and align on plans
 - collaborative content must align with content streams and channel purpose.
 - Organic collaboration
 - when sourcing information about historical or culturally significant items/locations in NSW Parliament House.

Ultimately, we want to foster an environment of trust and ensure mutually beneficial collaboration, both when asking for expertise and knowledge and for providing our own expertise and support.

Total monthly reach of posts
(arrows indicate movement up or down from previous month)

	Sep 24	Oct 24
Facebook	8,212	32,051
LinkedIn	53,138	61,601
Instagram	9,640	13,465
Twitter	516	653

Top performing posts by channel (based on engagement)
Click on each image to go to the post

FACEBOOK 120 likes & reactions vs September top post: 21	LINKEDIN 348 reactions vs September top post: 193 reactions	INSTAGRAM 413 likes vs September top post: 78 likes	TWITTER 5.33% engagement rate vs September top post: 12.10% engagement rate

SOCIAL MEDIA ENGAGEMENT AND REACH

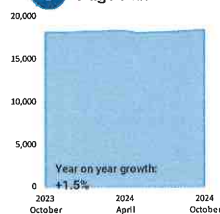
October social media content was dominated by the Royal Visit coverage, which led to an increase in posts, reach and engagement. We also celebrated Family Fun Day, the 145th anniversary of Hansard in NSW Parliament and the launch of the digitised edition of The Settlers' Muster Book 1800. We also shared the Acknowledgement of Country Sculpture & Plaque short documentary, which provided viewers with a behind the scenes of how the sculpture was made.

Examples of engagement from recent posts:
Acknowledgement of Country Sculpture video and the hourglass in the Legislative Council

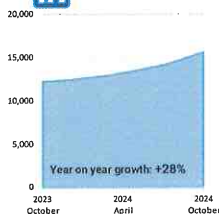
youngerpenelope Beautiful. Congratulations to everyone involved. 🥳🥳🥳
5 d 4 likes Reply ***

aheadmatthewawsome A nice addition to the Parliamentary collection. And it was great to see it unveiled in person!
1 w 3 likes Reply

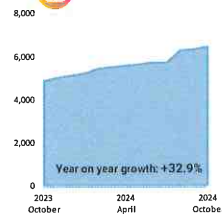
f Page Fans



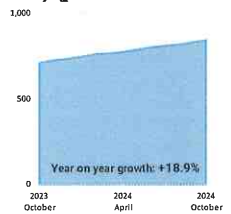
in Followers



ig Followers



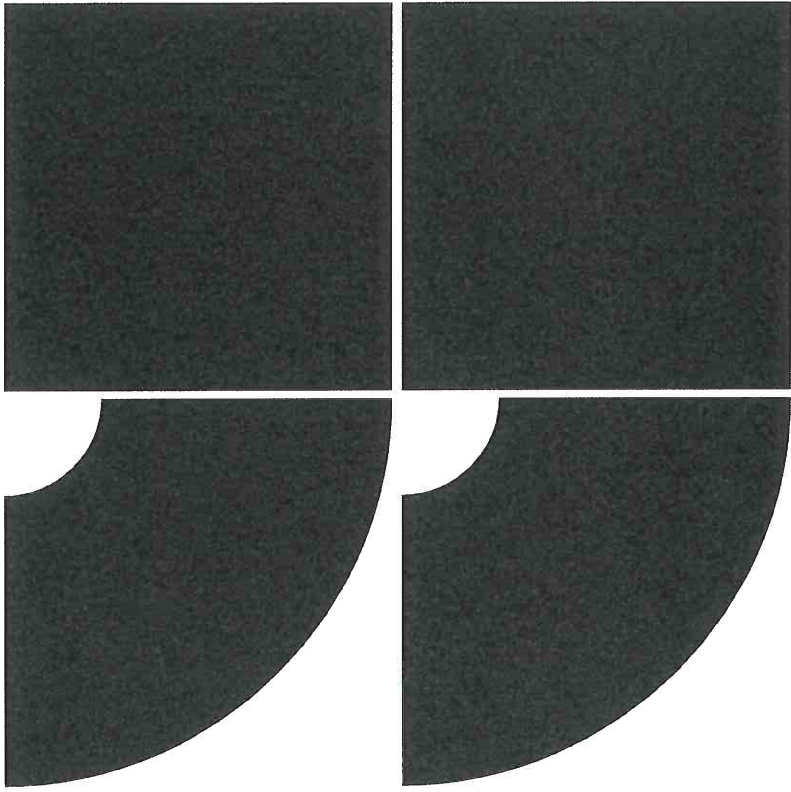
X Followers



Advert spend	Reach	Clicks	Spend	Cost per click
Family Fun Day	6,680	150	\$57.19	\$0.38
TOTALS	6,680	150	\$57.19	

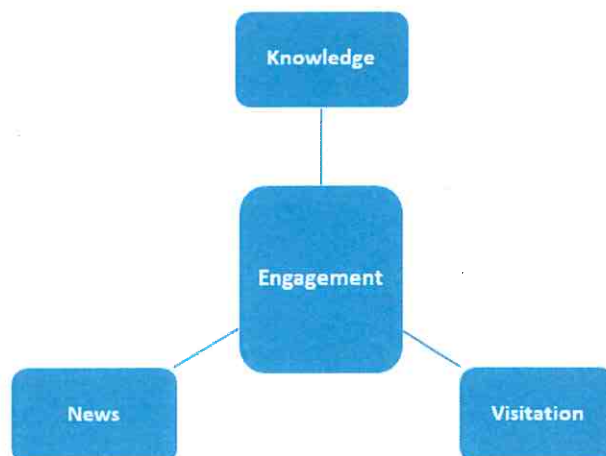
Platform	Engagements Likes, comments, shares etc (number in brackets is change from last month)	Engagement rate per platform People engaged with content relative to the amount who saw it (number in brackets is point change from last month)	Benchmark platform engagement rate Benchmark percentages for average social media channels from government-specific Hootsuite report, January 2024.
Facebook	23,818 (-27,211)	8.08% (+2.33)	6%
LinkedIn	1,056 (+401)	23.87% (-11.41)	2%
Instagram	2,493 (+1,913)	8.80% (+1.64)	3%
Twitter (X)	21 (-8)	4.21% (-3.24)	1%

CONTENT STREAMS



CONTENT STREAMS

- Our content streams are designed to work together to engage our audience and encourage their meaningful engagement with NSW Parliament
- The streams are not mutually exclusive and content may fall into multiple categories



Parliament of New South Wales

SOCIAL MEDIA ENGAGEMENT OVERVIEW

CONTENT STREAMS

Parliament of NSW
 Published by Hierarchy
 October 20 at 3:08PM · 13

It's been a day to remember here at the Parliament of NSW! Earlier this afternoon, we had the great pleasure of welcoming His Majesty King Charles III through our doors to celebrate the Bicentenary of the Legislative Council at the official launch of our major Bicentenary Exhibition.

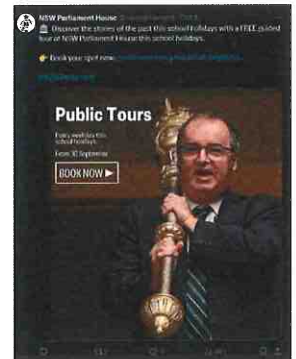
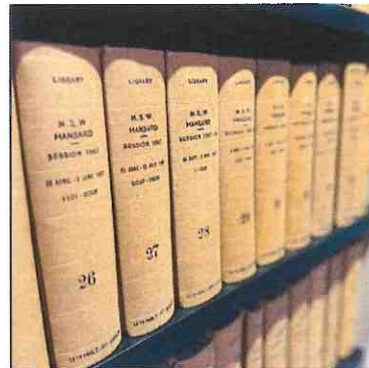
"To reflect on the story of this Institution is to see the promise and power of representative democracy," His Majesty remarked during an Address to guests.

The King then presented the Council with a Bicentenary gift of an hourglass, engraved with the Royal Coat of Arms and an inscription memorialising history's role. A few lucky guests also enjoyed the chance to speak with His Majesty during the festivities.

We are honoured that His Majesty was able to join us on this momentous occasion – we couldn't imagine a more fitting way to mark our Bicentenary!

[NSW Legislative Council](#)

image credit: Department of the Prime Minister and Cabinet



News

Providing timely announcements from NSW Parliament relevant to public knowledge. Includes closures and sitting dates, commencement and wrap up of public inquiries and committee hearings, and apolitical updates from the Houses.

Knowledge

Educating our followers on the role of NSW Parliament in NSW democracy. This involves drawing knowledge from subject matter experts to tell deeper stories about the inner workings of Parliament as well as our history and cultural heritage.

Visitation

Promotion of regular tours and in-person or online engagement programs, dining experiences and semi-regular and one-off special events. It calls for direct action from our audience with registration numbers the main driver of success.



Parliament of
New South Wales

THANK YOU

