

GOVERNMENT DEPARTMENTS AND AGENCIES — MEDIA MONITORING SERVICES

1028. Mr M. McGowan to the Minister for Police; Tourism; Road Safety; Women's Interests:

I refer to each agency, department and government-trading enterprise within the Minister's portfolio of responsibilities, and I ask:

- (a) does the agency, department or government-trading enterprise use the services of the Media Monitoring Unit based at Dumas House; and
- (b) does the agency, department or government-trading enterprise use media monitoring services other than those provided by the Media Monitoring Unit:
 - (i) if yes to (b), which company provides the media monitoring service; and
 - (ii) if yes to (b), what is the annual cost of this service?

Mrs L.M. Harvey replied:

(a)–(b) Please refer to Legislative Assembly Question on Notice 1058.

Western Australia Police

No

- (i)–(ii) Not applicable.

Tourism WA

Yes

- (i) iSentia Pty Limited; Meltwater News Australia Pty Ltd
Tourism Western Australia operates in local, state, national and international markets, thus the Media Monitoring Unit (MMU) is complemented with the use of iSentia Pty Ltd and Meltwater News Australia Pty Ltd to monitor media at each of these levels.
MMU covers national and local television media in addition to national and local radio. iSentia is used to track the value of media coverage that Tourism Western Australia's event and destination stories generate within Australia, measured in terms of the equivalent advertising value. Meltwater tracks online media coverage around the world and records the global reach of news items about Western Australia and identifies issues requiring agency action.
- (ii) The cost of these media monitoring services for the 2012–2013 financial year was \$32,910 (excl. GST).

Rottneest Island Authority

Yes

- (i) Meltwater News Australia Pty Ltd.
MMU and Meltwater News are both used so that the RIA can monitor all media avenues including TV, radio, press, social and online media.
MMU covers national and local television media in addition to national and local radio. Meltwater News provides a monitoring service of local, national and international social and pressmedia. Our subscription to the service covers social media outlets such as blogs, Facebook, Twitter etc. and identifies posts that refer to Rottneest or nominated topics of interest (e.g. Brasier inquest). This supports the RIA's corporate communications and social media strategy. An analysis function provides a snapshot of public sentiment (negative/positive) on a day by day; weekly or monthly basis.
- (ii) The cost of this media monitoring service for the 2012–2013 financial year was \$1 250 (excl. GST).

Office of Road Safety

The Office of Road Safety is administratively supported as part of Main Roads WA and as such the response will be included in the Main Roads WA response under the Minister for Transport.

Women's Interests

Women's Interests is administratively supported as part of the Department of Local Government and Communities and as such, the response will be included in the Department of Local Government and

Communities response under the Minister for Local Government; Community Services; Seniors and Volunteering; Youth.