

MINISTER FOR SENIORS AND AGEING — PORTFOLIOS — MEDIA MONITORING SERVICES

1031. Mr Z.R.F. Kirkup to the Minister for Seniors and Ageing; Volunteering; Sport and Recreation:

I refer to media monitoring services engaged by the Minister's departments, agencies, boards or publicly owned corporations and ask:

- (a) What company is engaged to provide the service;
- (b) Is the service engaged on an ad-hoc (keyword, topic etc.) basis or on continual subscription:
  - (i) If engaged on an ad-hoc basis, what are the keywords or topics which are monitored by the service;
- (c) What media outlets are monitored; and
- (d) What officers receive the media monitoring results and on what frequency?

**Mr M.P. Murray replied:**

- (a) Combat Sports Commission: No media monitoring services are engaged.

Department of Local Government and Communities: iSentia

Department of Sport and Recreation: The Department of Sport and Recreation did not engage any media monitoring services in 2016/17.

VenuesWest: DPC media monitoring service only / Google Alerts

WAIS: The Western Australian Institute of Sport does not currently engage a paid service to compile media monitoring activities. WAIS receives daily industry media clippings through the Australian Sports Commission service – Clearinghouse – and specifically to WAIS, through a Google Alerts account.

- (b)–(d) Words, names, phrases and abbreviations used for media monitoring searches regularly change based on topical issues. To provide information about every agency, department and government-trading enterprise media monitoring contract would require an unreasonable diversion of resources and may incur additional costs, and I am not prepared to allocate the resources required to provide this detailed information. If the Member has a specific request regarding media monitoring I will consider it.