

Senate Standing Committee on Community Affairs

BUDGET ESTIMATES - 2 JUNE 2011 ANSWER TO QUESTION ON NOTICE

Human Services Portfolio

Topic: General Manager Communication

Question reference number: HS 31

Senator: Fifield

Type of question: Hansard pages 102-103

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Number of pages: 2

Question:

- a) **Senator FIFIELD:** The framework would include those whom he follows?

.....

Ms Campbell: We might need to take that one on notice. What we try to achieve through the social media is to look at different methods of communicating with customers, being able to understand where customers are coming from and understanding some of their concerns. Often there will be an issue that is raised using social media that it is important that we are able to clarify very quickly, with respect to payments to customers or a general policy matter.

- b) **Senator FIFIELD:** Would you be able to hazard a guess as to which of Mr Jongen's official duties with regard to his Twitter account would necessitate his following Marieke Hardy?

Ms Campbell: I think we would have to take that on notice.

.....

- c) **Senator FIFIELD:** Could you take on notice what the connection is between Marieke Hardy and the work of Centrelink?

Ms Campbell: I do know that Mr Jongen does monitor those social media to see whether there is something out there about Centrelink or Human Services services and payments as a way for us to very quickly determine whether there might be some misinformation in the community that we are able to clarify.

- d) **Senator FIFIELD:** I will be interested in the advice that comes to hand on that. Is the department aware of the website called hankjongen.com, which is not an official Centrelink website? It is not an official Hank Jongen website. I think it is an unauthorised website by a private organisation that allows people to comment on Centrelink service delivery. Are you aware of that?

Ms Campbell: I am not aware of it, but we can check with our communications division and get back to you on that.

- e) **Senator FIFIELD:** The reason I raise it is because the site uses the Australian coat of arms and also the department's logo in its banner headline. I know there are particular protocols that apply to the use of the coat of arms and also the

department's logo. I draw that to your attention. Could you take on notice whether there has been any action to ensure that the logo and the coat of arms are not used inappropriately by another organisation that is not authorised to do so?

Ms Campbell: Was it hankjongen.com?

Senator FIFIELD: It was hankjongen.com apparently.

Senator Arbib: It is an offensive site, obviously.

- f) **Senator FIFIELD:** I thought I should draw that to the department's attention. As I said, I think it is a site that has the purpose of allowing people to comment on Centrelink services. If you could take on notice whether that is something that Centrelink has monitored that would be appreciated.

Answer:

- a) The Hank Jongen twitter account is one of the many ways in which the department talks to the community. Activity on this account is undertaken to update the community on current Centrelink, Medicare Australia and Child Support information and activities. It is also followed and monitored by journalists and media outlets.
- b) Communication staff who maintain the Hank Jongen twitter account monitor the views of journalists about the services provided by the Department of Human Services. Ms Hardy is one of many who follow the Hank Jongen twitter account.
- c) There is no connection between Marieke Hardy and the work of Centrelink.
- d) No material or information on the HankJongen.com website is provided, approved or endorsed by the Department of Human Services.
- e) HankJongen.com has no authority or approval to use the Centrelink logo and the Australian Coat of Arms. Legal advice was sought when this site was first discovered; however, as the site is hosted overseas it falls outside of Australian jurisdiction.
- f) HankJongen.com is monitored only when Centrelink is alerted to new activity. Activity is sporadic.