

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Supplementary Budget Estimates 2016 - 2017, 19 October 2016

Ref No: SQ16-000456

OUTCOME: 6 - Ageing and Aged Care

Topic: Contract with Lexer

Type of Question: Hansard Page 131, 19 October 2016

Senator: Polley, Helen

Question:

Senator POLLEY: Thank you; that would be helpful. AusTender contract notice CN3366649 advises that the department has signed a contract for social media listening services with Lexer. What is a social media listening service?

Mr Bowles: In relation to aged care? This sounds a bit—

Senator POLLEY: That is what I am trying to find out.

Mr Bowles: We can take that on notice. I have not heard that.

Dr McCarthy: I do not know that that is to do with—it does not sound like ours.

Answer:

A social media listening service is a communication tool that enables the licensee, in this case the Digital Health Division of the Department of Health, to track and manage online presence and sentiment across social media platforms.

Under CN3366649, the Digital Health Division of the Department contracted Lexer Pty Ltd to provide a license through a six-month subscription to access and use Lexer's social media listening service from July to December 2016.

The subscription provides the Digital Health Division with a customised dashboard to monitor communication activity; identify comments or trending issues; and when necessary tailor or create communications to address concerns being raised on social media and other publicly available online channels about the My Health Record system, which has been conducting trials of participation arrangements and is required to collect information to inform the evaluation process.