

Senate Standing Committee on Education and Employment

QUESTIONS ON NOTICE Additional Estimates 2016 - 2017

Agency - Fair Work Ombudsman

Department of Employment Question No. EMSQ17-001494

Senator Paterson asked on 02 March 2017 on proof Hansard page 47

Question

FWO - Social media contract

Senator PATERSON: Sure. That is quite innovative. Are you aware of a contract from June 2016 to a company called Dentsu Mitchell for media and social media services worth \$22,000?

Ms James: I am not personally aware. We do have a number of contracts to support our communications efforts.

Ms Hannah: We have media monitoring contracts, but I would need to go back and check the details of exactly this contract.

Senator PATERSON: So Dentsu Mitchell does not ring a bell to anyone at the table?

Ms Hannah: No.

Senator PATERSON: It specifies that it is for media and social media services. I guess that could be media monitoring, but I do not recognise them as a media monitoring organisation. There is only a handful of those in Australia—big ones like Isentia. Do you have a company that you use for media monitoring?

Ms Hannah: Yes, we do.

Senator PATERSON: And who is that?

Ms Hannah: Isentia, as far as I am aware. I would have to go back and check, so I will take that on notice.

Senator PATERSON: It does not sound like you would also need these people, but maybe they do social media monitoring for you. I do not know. It does not ring any bells?

Ms Hannah: No. It does not ring any bells at the moment.

Senator PATERSON: On notice, then, I would be interested in knowing what was provided for that \$22,000. For how long was the company engaged? In particular, what social media services were provided by the company? Is it monitoring or the production of material? That would be helpful.

Ms Hannah: Yes.

Answer

Contract details are listed on the AusTender website at www.tenders.gov.au.

Under the contract, Dentsu Mitchell purchased social media advertising space for Fair Work Ombudsman (FWO) content (including on the Chinese social media platform, Weibo) for the period of 10 October 2016 to 30 October 2016 on behalf of the FWO as part of the FWO's Chinese Engagement Strategy.

The FWO has contracts with Isentia and Meltwater to provide media monitoring services across a range of media.