

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Sport Portfolio Agencies

Supplementary Budget Estimates 18-21 October 2010

Question: PM96

Asked By: Senator ABETZ

Topic: Social Media

Type of Question: Written

Date set by the committee for the return of answer: 3 December 2010

Number of pages: 2

- a) **Has the department instituted any policies or protocols that restrict or deny staff the use of Youtube; online social media, such as Facebook, MySpace and Twitter; and access to online discussions forums and blogs? If yes, please explain what restrictions has been put in place. Why were these restrictions put in place?**
- b) **IF NO: Why not? (for example there may be legitimate reasons for some staff to access these sites for legitimate purposes).**
- c) **Are staff utilising these sites during work hours? If yes, how many hours are spent on these sites? What time are these sites most accessed (i.e. lunch time?).**
- d) **Will measures be introduced to restrict access to these sites?**

Answer:

Australian Sports Anti-Doping Authority

- a) To meet its business needs, accountability requirements, statutory obligations and stakeholder expectations ASADA has a robust Information and Communications Technology Policy in place which restricts staff from access to Youtube; online social media, such as Facebook, MySpace and Twitter; and access to online discussions forums and blogs, with the exception of four members of the Marketing and Communications team and the provision of one standalone computer providing access to these sites to distribute anti-doping information and to conduct intelligence, investigative and testing work.
- b) N/A
- c) Yes, for an estimated 6 hours per week most often from 9am – 12pm
- d) N/A. See answer to a) above.

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Australian Sports Commission

- a) The Australian Sports Commission (ASC) does not restrict or deny the use of social media and social networking sites.
- b) The ASC has legitimate business reasons for supporting the use of social media and social networking sites including:
 - i. ASC Facebook site to address engagement strategies for the 15-24 age bracket;
 - ii. the ASC's Youtube "ausport channel" provides a media channel to publish policy, educational, and advisory material;
 - iii. ASC research and collaboration on Yammer and Ning corporate sites; and
 - iv. support for Gov 2.0; and
 - v. use by AIS resident athletes.
- c) Social media and social networking sites are used during working hours. Information relating to the "total hours" spent on these sites is not available however, the period of highest usage for the social media and social networking sites is 12:00-13:00pm.
- d) The ASC is not planning to restrict the use of social media and social networking sites.

The ASC has in place a Code of Conduct, which applies to all ASC employees. All employees are required to act consistently with the values and standards set out in the Code of Conduct.

Additionally, the ASC has a Term & Conditions of use for the ASC Facebook site and is developing a Collaboration and Social Networking Policy to provide a single source of governance for ASC staff when using social media and social networking sites.