

OFFICIAL

## **Premier and Cabinet Circular**

**PC 006 – MEDIA MONITORING SERVICES**

Effective from November 2023

OFFICIAL

## Contents

Purpose statement.....	3
Context .....	3
Authority and accountability .....	3
Application .....	3
Exemptions .....	4
Monitoring and compliance .....	4
Distribution and publication.....	4
Document Control .....	4
For more information.....	5

## Purpose statement

A whole of government contract has been established for Media Monitoring Services. This circular outlines the requirement for relevant entities to utilise the Government of South Australia's contracted supplier for this service.

## Context

The Department of the Premier and Cabinet entered into the whole of government contract to support the more strategic and cost-effective use of external services, and deliver a sharper focus on quality and service delivery while allowing for the specific needs of individual agencies to be met.

For the centrally-coordinated model to be effective and deliver anticipated cost savings, it requires all agencies to source media monitoring services from DPC's contracted supplier.

## Authority and accountability

Agency Chief Executives are responsible for ensuring their agency complies with this circular.

The Contract Administrator is the Director Communications, Department of the Premier and Cabinet (DPC).

## Application

Media monitoring services include, but are not limited to:

- Broadcast media
- Print and digital media
- Social media
- Reports
- Transcripts
- Support tools, and
- Media analysis.

The central media monitoring service must be used by:

- Government departments, agencies and operating units
- Statutory authorities, government enterprises and instrumentalities of the Crown, and
- Organisations that are under the direction of a Minister.

These entities must not purchase or receive media monitoring services from any other external provider. For contracts that are in place when the Circular commences, the entity must use early termination provisions to end the contract as soon as possible. If

these provisions are not available, agencies must not renew or extend the current contract.

If an agency needs media monitoring services not available under the negotiated whole of government arrangement, the agency must consult with the Contract Administrator to see if those services can reasonably be added to the arrangement.

If the service cannot be accommodated by the central service provider, the agency may be granted an exemption by the Contract Administrator to procure the specific service separately.

The Contract Administrator will determine how much government entities will be required to pay when joining the service in consultation with agency representatives. This will be based on user volumes and copyright fees.

DPC will be the central point of contact for government entities. All queries must be communicated to [dpcmediaunit@sa.gov.au](mailto:dpcmediaunit@sa.gov.au).

## Exemptions

An exemption from any aspect of the contract may only be approved by the Contract Administrator following a detailed submission from the government entity.

Following an application for an exemption, the Contract Administrator will first explore all avenues with the supplier to accommodate any service request.

Exemptions will not be granted if the contracted supplier is able to provide the required services at a reasonable cost.

## Monitoring and compliance

Usage data for each individual agency is provided to Strategic Communications by the provider.

Under the contract, the provider is required to meet certain key performance indicators pertaining to providing email reports, training and service and platform availability.

## Distribution and publication

This Circular will be published on the Department of the Premier and Cabinet's website, and the lead agency will write to all Chief Executives when the Circular is published or updated.

## Document Control

Review number: 2  
Review date: November 2023

Next review date: April 2026

## For more information

Strategic Communications, Department of the  
Premier and Cabinet

E: [dpccommunications@sa.gov.au](mailto:dpccommunications@sa.gov.au)

W: [Government communications | Department  
of the Premier and Cabinet \(dpc.sa.gov.au\)](https://www.dpccommunications.sa.gov.au)