

*Freedom of Information Schedule of Documents
 FOI CMCD 13/11-12: documents relating to analysis or discussion around the Twitter Cabinets held by the ACT Executive.
 Government Information Office (GIO)*

Folio	Item	Date	Release Decision	Exemption claimed	Online release status
1-4	Outcomes from ACT Virtual Community Cabinet.	Undated	Full release	N/a	Yes
5	Caveat Brief to chief Minister from Louise Bassett, GIO re Virtual Community Cabinet on Twitter.	27/07/11	Full release	N/a	Yes
6-7	Virtual Community Cabinet on Twitter – key themes and statistics.	Undated	Full release	N/a	Yes
8-9	Email from Jake Collins, DLO, CMCD to Lars Plenge, Chief Minister's Support & Protocol re thanks and a suggestion for next time. Email thread: J Collins, K Schembri, third party.	01/08/11	Partial release	s41(1) Personal privacy	Yes – in part.
10-11	Unsigned brief to Chief Minister from A/g Director, GIO re Final Outcomes of Virtual Community Cabinet held 26/07/11.	02/08/11	Full release	N/a	Yes
12	Dot points - untitled.	Undated	Full release	N/a	Yes
13-14	Letter, and correspondence cover sheet, from Chief Minister to third party.	16/08/11	Partial release	s41(1) Personal privacy	Yes – in part.
15	Chief Minister's Talkback Brief – Virtual Community Cabinet.	18/08/11	Full release	N/a	Yes

Outcomes from ACT Virtual Community Cabinet – taken from <http://egovau.blogspot.com/>

I've run the conversation from the ACT Virtual Community Cabinet, held yesterday, through some statistical systems to look at how the event went.

Based on the CoverItLive session I recorded, there were 92 participants using the #ACTvcc hashtag between the beginning and the end of the Virtual Community Cabinet. I excluded conversations outside the period of the Cabinet as not being 'on the official record'.

During the Virtual Community Cabinet there were a total of 299 tweets, an average of 3 tweets per participant and approximately 5 tweets per minute.

The top 13 tweeters accounted for 50% of tweets, and the top 63 for 90% of tweets during the event.

I divided the tweets into the categories below based on the type of content. This is not precise, but gives an approximation of the types of conversations that occurred.

- Question to Cabinet (Such as 'Can the ACT government please fix my road?')
- Directional tweet (Such as 'The event starts now' or retweets without extra content)
- Spurious comment (Such as 'Can we have more penguins?')
- Action request/statement (Such as 'We need more buses')
- Thank you (Such as 'You're doing a great job!')
- Statement (Such as 'Look at what NSW is doing on Health')
- Ministerial answer (Minister answering question 'We are expanding services')

Of the 299 tweets throughout the event, 97 (32%) were questions and 53 (18%) were Ministerial answers. In other words, the Cabinet Ministers responded to roughly 55% of the questions asked and answered at a rate of almost one response per minute over the 65 minute long event.

Another 51 tweets (17%) were directional - many alerting people to the start, middle and end of the event, or retweeting Ministerial answers.

Another 28 tweets (9%) were action requests which directly asked or told the government to take a specific step or decision. 33 (11%) of tweets were statements, providing information or a view without any direct question or action request.

There were 18 tweets (6%) expressing thanks for the event or actions of the government.

Finally there were only 19 tweets (6%) that were spurious (sorry to the dolphins, the

peacocks and James Scullin).

Was the event a success?

Was the Virtual Community Cabinet a success? I would say yes, for a first attempt.

Looking over the Twitter stream (as I was unable to access Twitter through most of the event), overall my view is that the event was quite chaotic, with no clear format set for questions or for responses.

It was often very difficult to identify who Ministers were responding to and there were some big questions left unanswered. However I reckon the Ministers did quite well to answer 53 questions in the time they had.

A number of people indicated they'd like to see broader social media engagement. While the Cabinet Ministers stated they were on Facebook, the members of the public participating were asking them to use blogs - to post regularly and allow comments.

I think this difference in viewpoints may reflect a difference in social media sophistication between some politicians and some members of the public.

I stand by my previous statement that there were better tools the ACT Cabinet could have employed for this form of community engagement.

However, overall I think the event went OK, most participants left reasonably happy and several asked for further events (though using a broader set of social media tools).

I hope that the ACT government continues developing its social media and Government 2.0 sophistication, tapping into the experiences of other states (such as Victoria and Queensland) and within the Australian government.

View the record

[View the ACT Virtual Community Cabinet Google spreadsheet here](#) or you will find it embedded below.

As it would be easy to modify specific tweets or statistics, I've left it read-only for now.

To understand the colour coding and highlights, view the Legend (link from the bottom bar of the embedded spreadsheet).

By Craig Thomler at 12:30 AM 1 comments    

Tags: [case study](#), [gov2au](#), [innovation](#), [leadership](#), [politics](#), [strategy](#)

TUESDAY, JULY 26, 2011

Live ACT Virtual Community Cabinet feed

Below is a live feed of the ACT Virtual Community Cabinet, on from 12.30pm to 1:30pm today, Tuesday 26 July, 2011.

By capturing the tweets via CoverItLive they're stored publicly beyond the lifespan for tweets.

ACT Government Community Cabinet

By Craig Thomler at 12:16 PM 0 comments    

Tags: [communication](#), [community](#), [gov2au](#), [innovation](#), [leadership](#), [participation](#), [politics](#), [strategy](#)

ACT Virtual Community Cabinet 12:30pm today (#actvcc)

The ACT government has announced that their first Virtual Community Cabinet will be held today from 12:30 - 1:30pm on the topic of Public Transport, using Twitter as the discussion tool.





To follow the discussion keep an eye on #actvcc, the hashtag for the event.

The ACT Cabinet will be in the Cabinet room, following the Twitter stream on a big screen and tweeting responses via their laptops.

Specific questions can be directed to Cabinet members via their Twitter accounts, such as [@KatyGMLA](#) (for the Chief Minister).

I have [previously expressed my views on this approach](#) - using a medium suited for light touches and news breaking for deep evidence-based discussion. No-one in the Australian Gov 2.0 arena has been consulted on the use of Twitter this event to my knowledge (or indeed on the timing of the VCC - good for ACT Ministers, but not for the 65% of Commonwealth staff and other ACT residents without access to social media at their workplaces).

I hope I am proven wrong and this event goes well.

By Craig Thomler at 7:20 AM 0 comments    

Tags: [case study](#), [citizen](#), [communication](#), [gov2au](#), [interaction](#), [leadership](#), [politics](#), [strategy](#)

TUESDAY, JULY 19, 2011

Comments from the IPAA NSW 2011 State Conference - Session 3

4

Fresh from my session (which was tweeted and filmed - will be up in a few days and Ross Dawson published a great article on James Kleimt's talk "*The fabulous case study of Queensland Police on Facebook*" and James Dellow has published his slides), I'm in the third session for the IPAA conference, in the room discussing collaboration.

Jo Lawrence from the NSW Department of Family and Community Services is talking about the topic from the perspective of how to build collaboration and co-creation with citizens for service delivery.

Her agency has developed an administrative structure for collaboration to support their reform process.

This has included the introduction of Regional Executive Directors to lead reform in regions, and the implementation of Regional Executive Forums chaired by the Directors to support engagement and conversation.

The agency has also developed a Knowledge and Learning network using social media tools to allow staff to come together, share information on particular practices, facilitate knowledge sharing and promote interactive debate across the Department.

Part of the approach is to reverse the approach used by the agency to be person-focused, rather than the traditional process-focused approach - focusing on individual needs and differences rather than forcing people into a narrow set of boxes.

Some of the challenges the agency is facing is aligning the 'walk with the talk' within bureaucracy, shifting entrenched values and practices and addressing the expectations of clients.

Jo says that if you reframe a cross-agency problem into a pitch - the benefits to specific agencies - it becomes easier to get them to engage and participate, even 'own' the problem.

She says that the traditional approach of having a central agency coordinate the involvement of other agencies to address client problems is evolving into a more decentralised approach where any agency might take the lead.

She says this can be very hard to achieve, but is well worth the journey.

Next up is Paul Ronalds from the Department of Prime Minister and Cabinet.

Paul is talking about 'wicked problems' - those that involve enormous complexity and require significant involvement by a range of players to address effectively.



ACT
Government

ML 5
22242/11

Caveat Brief

To: Chief Minister
From: Government Information Office
Subject: Virtual Community Cabinet on Twitter.

Cleared by Director GIO []

Copy: Director-General, Chief Minister and Cabinet

- This brief provides a short summary of the key outcomes from Virtual Community Cabinet on Twitter and outlines next steps.
- Our updated data shows in the hour ACTVCC was running that 447 tweet messages were sent and received. 204 unique users were identified during the hour. We know were a number of tweets sent without the #actvcc hashtag but there are not able to be identified or counted.
- The key topics covered are outlined in the one page summary attached.
- There are twitter users posting their own analysis of the event including a variety of different statistics. These cannot be easily verified. Our own data was taken as a snapshot at the conclusion of the event using a third party open source software tool.
- It is important to note any data will be not 100% accurate, given the nature of its means of collection.
- A preliminary analysis of the key themes, unanswered questions, ideas to be investigated in more detail is underway. This will be provided later this week.
- CMCD will attend a debrief meeting on Friday 29 July 2011 with Ministerial staff to provide further detail and confirm next steps.

Louise Bassett
27 July 2011

haise,
This is different to the
700+ odd msg's we
talked about after meeting
Whats the difference?

Katy

Virtual Community Cabinet on Twitter – key themes and statistics

This is a preliminary analysis. Further work is required to validate and cross check.

Key themes

Transport

- Light rail
- Buses – access, timetables, local issues about routes, development of the iPhone app
- Speed limits – GDE and other locations
- Roadworks and their duration/completion dates
- Bus stops

Health

- Nurses pay offer and some compliments about ACT Health

Community Sector

- Affordable housing – free access to wireless broadband
- Giralang shops
- Gungahlin facilities in general – transport and broadband

Education

- Teacher's pay offer
- DET – twitter and facebook use

Minor themes – a sample

- Naming various facilities after Cadel Evans
- Driver training facilities
- Sport – ALF teams visits to Canberra
- ACT - Territory having State rights
- Commonwealth efficiency dividend – affect on small agencies
- Expansion of the LA by increasing number of MLAs
- Same sex marriage
- Rising rental costs
- Kingston redevelopment
- ALP support for the electoral boundary changes – Belc and Gungahlin
- Standard of housing development
- Plastic bag ban
- Clearance of payments using MyWay
- Feed in tarrif and solar farm

Discussion of Open Government and Gov 2.0

- Use of Google + or Facebook as an alternative
- Following the logic of social media – as a conversation and not an 'event'
- ACT Govt Directorates access and use of social media – and calls for Facebook pages
- Follow up from ACTVCC – will information be available
- Will it happen again?

Lighthearted questions

- There are statues of owls but no statues of peacocks? When will you wake up, Australia? #Actvcc
- Should I have Korean or Thai for Dinner? #actvcc
- The ACT needs more dolphins, will the ACT government please assure the public that you will be transporting dolphins to LBG? #actvcc

8.
C2246/11

Plenge, Lars

From: Collins, Jacob
Sent: Monday, 1 August 2011 10:16 AM
To: Plenge, Lars
Cc: Wilson, Chris; Bourne, Sarah; Carter, Tania (ACTPLA); King, Ashley; Kiikelly, Emma
Subject: FW: #actvcc: Thanks and a suggestion for next time

Lars: For response from CM from GIO, CMCD

DLOs: although this one has questions relating to MinTAMS (2), MinESD (3) and Treasurer (1), I suggest the CM respond from Gov Info Office.

Regards,
Jake

-----Original Message-----

From: Schembri, Karen On Behalf Of GALLAGHER
Sent: Monday, 1 August 2011 9:15 AM
To: Collins, Jacob
Subject: FW: #actvcc: Thanks and a suggestion for next time

Hi Jake

For response please

Karen

Karen Schembri | Office of the Chief Minister
t: 620 50840 | fx: 620 53030 | karen.schembri@act.gov.au |
www.chiefminister.act.gov.au

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-----Original Message-----

From:)
Sent: Friday, 29 July 2011 4:51 PM
To: GALLAGHER; CORBELL; BARR
Subject: #actvcc: Thanks and a suggestion for next time

Exempt s41

Hi ministers,

Thanks for making the community cabinet more accessible! The twitter format was obviously a challenge, cramming answers into 140 characters isn't easy - a live video stream might be better for next time. I missed out on asking my questions, so I recorded them here:

<http://www.google.com/moderator/#15/e=a1450&t=a1450.40>

Anyone from the public can add to that list and vote questions up and down. Perhaps you could take the top questions from there next time, since it would ensure the time available is used to answer the most popular questions?

Thanks,

Exempt s41



Date 2 August 2011

To Chief Minister

- Director-General
- Deputy Director-General

From Director, Government Information Office (a)

Subject Final Outcomes of Virtual Community Cabinet held 26/7/11

Critical date and reason

By 8/8/11, to provide a timely public "wrap up" to the ACTVCC event

Purpose

To seek your agreement to publicise the attached information.

Background

On the 26/7/11 a successful Virtual Community Cabinet was held using the very popular micro -blogging social network service Twitter.

Issues

- It is proposed that a "wrap up" statement, based on the attached, be published on-line with links from each Minister's website, Canberra Connect and the ACT Government website.
- In addition the link would be publicised on the Community Notice board.

Media

The information could also be used as part of a media release.

Recommendations

That you:

- agree to the publication of the attached.

AGREED/NOT AGREED/PLEASE DISCUSS

Michael Chisnall

Contact Officer:
Phone:

Katy Gallagher MLA / /
AGREED/NOT AGREED/NOTED/PLEASE DISCUSS

- On the 26th July the ACT Government ran a virtual community cabinet using Twitter. For one hour, at lunchtime, the ACT Chief Minister, Katy Gallagher MLA and her 3 cabinet colleagues, Andrew Barr MLA, Simon Corbell MLA and Joy Burch MLA, came together to engage with approximately 200 participants.
- Subsequent research on the archived hashtag data at #actvcc showed that approximately 450 tweets were sent and received over the hour long event.
- The actual number of tweets during the event has been reported variously. The variation in numbers relates to the exact search criteria, the timing of the search and the software used. The 450 number is the number actually archived by the Government Information Office, immediately following the event.
- While the theme of the event was "Community engagement; does Twitter work?", Canberrans took the opportunity to discuss a wide range of themes.
- Major themes included:
 - Transport – Light rail, buses, speed limits, bus routes, development of the iPhone app, roadworks
 - Health – positive comments, nurses pay
 - Community Sector – affordable housing, Giralang shops, Gunghalin facilities
 - Education – DET Twitter and Facebook use, Teacher's pay offer
 - Open Government and Gov 2.0 – use of Google + or Facebook and other social networking tools, including access from within the ACT public service.
- There was also a wide range of other topics, included some light hearted suggestion and questions.

Given the nature of the event all questions were not able to be responded to during the event. 33 unanswered questions were identified in the post event analysis. This figure represents only the questions from within the hour. Arrangements have been made through the DLOs and Ministers' Offices to have messages prepared in response and sent from Ministers on Twitter.

- The event overall is considered a successful experiment and first step. The Government will now take on suggestions to consider other formats and topics for future online social media events.

Mick
R



ACT
Government

Chief Minister and Cabinet

Date due with
Minister's Office

15/08/2011

Date due
with CE Office
at least 2 working days
before Minister's Office
11/05/2011

Tracking Numbers

C2246/11

Any other critical date and reason

Subject: Virtual Community Cabinet on Twitter

Reply to correspondence from:
(if relevant)

()

12 AUG 2011
CHIEF MINISTER'S OFFICE
Exempt s41

Contact Officer: Louise Bassett

Telephone: x78074

Cleared by Director:

Michael Chisnall
Michael Chisnall

Date: 10.8.11

Cleared by
Deputy Director-
General:

[Signature]

Date: 12/8

(type/print name and sign)

Cleared by Director-General:

[Signature]

Date:



E-MAILED
16-8-11

Katy Gallagher MLA

CHIEF MINISTER

MINISTER FOR HEALTH
MINISTER FOR INDUSTRIAL RELATIONS

MEMBER FOR MOLONGLO

Exempt s41

Dear

Exempt s41

Thank you for your letter of 29 July 2011 about ACT Government Community Cabinet on Twitter. I thank you for your support and interest in this area. The ACT Government is committed to increasing the openness of government in the ACT and using Web 2.0 and social networking technology in support of that aim.

I have passed your suggestions about alternative ways to conduct these events to the Government Information Office. In the coming months we will be taking further steps to enhance the openness of the way we govern, and increase our participation and collaboration with the people of Canberra. This will be an ongoing program as we innovate and experiment.

Yours sincerely

Katy Gallagher MLA
Chief Minister

16 AUG 2011

Chief Ministers Talkback Brief - Virtual Community Cabinet

15

18 August 2011

Minister responsible:	Directorate:	Contact Officer:
Katy Gallagher MLA	CMCD	Simon Kinsmore 6205 3188

KEY POINTS

- A successful first Virtual Community Cabinet was held using the social networking service Twitter on July 26 2011.
 - Approximately 200 people participated and 450 tweets sent and received over the hour long event.
 - While the theme of the event was "Community engagement; does Twitter work?, Canberrans took the opportunity to discuss a wide range of themes including:
 - Transport – Light rail, buses, speed limits, bus routes, development of the iPhone app, roadworks
 - Health – positive comments, nurses pay
 - Community Sector – affordable housing, Giralang shops, Gunghalin facilities
 - Education – DET Twitter and Facebook use, Teacher's pay offer
 - Open Government and Gov 2.
 - Given the nature of the event all questions were not able to be responded to during the hour. 33 unanswered questions were identified in the post event analysis and follow up responses provided.
 - The Government will host a further series of similar events this year and is currently seeking suggestion for future topics.
-