

**Senate Community Affairs Committee**

**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**

**HEALTH AND AGEING PORTFOLIO**

**Budget Estimates 2013-14, 5/6 & 7 June 2013**

**Question: E13-073**

**OUTCOME:** 0 - Whole of Portfolio

**Topic:** Media Monitoring

**Type of Question:** Written Question on Notice

**Senator:** Smith

**Question:**

- a) What is the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the Minister's office for this financial year to date?
  - i. Which agency or agencies provided these services?
  - ii. What is the estimated budget to provide these services for the year 2012-13?
  - iii. What has been spent providing these services this financial year to date?
  
- b) What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the department/agency for this financial year to date?
  - i. Which agency or agencies provided these services?
  - ii. What is the estimated budget to provide these services for the year 2012-13?
  - iii. What has been spent providing these services this financial year to date?

**Answer:**

- a) The cost of media monitoring services, including press clippings, electronic media transcripts etcetera is covered by the one budget and the one service. The service covers the Department of Health and Ageing, (including the Therapeutic Goods Administration, National Industrial Chemicals Notification and Assessment Scheme and Office of the Gene Technology Regulator), the Aged Care Commissioner, five Portfolio Agencies and the offices of three Portfolio Ministers and two Parliamentary Secretaries.

The Department's financial system does not break down the cost of media monitoring services to the level required to separately identify details of services provided to the ministers' offices.

- i. This Department fully outsources its media monitoring services. The contract is provided by iSentia Media Pty Ltd, (formerly known as Media Monitors Pty Ltd), and requires minimal additional departmental resourcing.
- ii. A separate budget is not allocated for ministers' offices.
- iii. See answer to ii. above.

- b) The cost of media monitoring services, including press clippings, electronic media transcripts etcetera provided to the Department up until the end of May 2013 is \$848,000 GST exclusive.

The service covers the Department, (including the Therapeutic Goods Administration, National Industrial Chemicals Notification and Assessment Scheme and Office of the Gene Technology Regulator), the Aged Care Commissioner, five Portfolio Agencies and the offices of three Portfolio Ministers and two Parliamentary Secretaries.

- i. The Department fully outsources its media monitoring services. The contract is provided by iSentia Media Pty Ltd, (formerly known as Media Monitors Pty Ltd), and requires minimal additional departmental resourcing.
- ii. The estimated budget to provide these services for the financial year 2012-13 is \$926,000 GST exclusive.
- iii. See answer to part ii) above.