

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Additional Estimates 2013 - 2014, 26 February 2014

Ref No: SQ14-000009

OUTCOME: 0 - Whole of Portfolio

Topic: Media Monitoring

Type of Question: Written Question on Notice

Senator: Ludwig Joe

Question:

1. What is the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the Minister's office from 7 September 2013 to date?
 - a) Which agency or agencies provided these services?
 - b) What has been spent providing these services from 7 September 2013 to date?
 - c) Itemise these expenses.
2. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the department/agency from 7 September 2013 to date?
 - a) Which agency or agencies provided these services?
 - b) What has been spent providing these services from 7 September 2013 to date?
 - c) Itemise these expenses.

Answer:

1. The cost of media monitoring services, including press clippings, electronic media transcripts etcetera is covered by the one budget and the one service. The Department of Health'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.
 - a) The Department outsources its media monitoring services. The contract is provided by iSentia Media Pty Ltd and requires minimal additional departmental resourcing.
 - b) See answer to 1.
 - c) See answer to 1.
2. The cost of media monitoring services, including press clippings, electronic media transcripts etcetera provided to the Department from 7 September 2013 to 28 February 2014 is \$410,211 (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), five Portfolio Agencies and the offices of the two Portfolio Ministers.
 - a) See answer to 1a.
 - b) See answer to 2.
 - c) The Department's financial system does itemise the cost of media monitoring services.