

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Budget Estimates 2011-2012, 30/31 May 2011

Question: E11-393

OUTCOME 0: Whole of Portfolio

Topic: MEDIA MONITORING

Written Question on Notice

Senator Boyce asked:

- a) What was the total cost of media monitoring services, including press clippings, electronic media transcripts, etcetera, provided to the Minister's office FYTD?
- b) Which agency or agencies provided these services?
- c) What was the total cost of media monitoring services, including press clippings, electronic media transcripts, etcetera, provided to the Department and its agencies in FYTD?
- d) Which agency or agencies provided these services?

Answer:

- a) The Department's financial system does not break down the cost of media monitoring and clipping services at the level required for details of transcripts, DVDs, audio recordings that were provided to the Ministers' offices.
- b) The Department has a contractual arrangement with Media Monitors Pty Ltd for the provision of print and electronic media monitoring services which began in 2009 and which is due to end on 30 June 2012.
 - This includes costs for the Department itself, the Department's state and territory offices, access by those portfolio agencies who have requested media monitoring services purchased by the Department, as well as ministerial staff.
 - Items monitored include newspapers, other publications, radio, TV news, current affairs programs and portfolio-relevant documentaries.

The Department also has arrangements with Australian Associated Press (AAP) for access to their NewsCentre wire service which complements the services purchased from Media Monitors Pty Ltd and provides more timely on-going coverage of wire services and Internet sites for newspapers for issues management purposes.

- c) The Department's expenditure on media monitoring services for the 2010-11 financial year to 31 May 2011 was \$785 729 (GST exclusive).
- d) See response to question b).