

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Budget Estimates 2012-2013, 30 & 31 May and 1 June 2012

Question: E12-113

OUTCOME 0: Whole of Portfolio

Topic: Media Advertising

Type of Question: Written Question on Notice

Number of pages: 1

Senator: Senator McKenzie

Question:

- a) 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?
- b) Which agency or agencies provided these services?
- c) What is the estimated budget to provide these same services for the year 2011-12? What has been spent providing these services this financial year to date?

Answer:

- a) The cost of media monitoring services, including press clippings and electronic media transcripts, provided to the Department/agency for this financial year up to the end of May 2012 was \$871,214.58.
- b) All media monitoring services are provided by Sentia Media Pty Ltd (formerly known as Media Monitors Pty Ltd).
- c) The estimated budget for media monitoring services for the financial year 2011–2012 was \$940,000.00 as at end May 2012. \$871,214.58 has been spent in this financial year to date.