

**Senate Standing Committee on Education Employment and Workplace
Relations**

**QUESTIONS ON NOTICE
Budget Estimates 2011-2012**

Cross Portfolio

DEEWR Question No.EW0012_12

Senator Abetz provided in writing.

Question

Media Monitoring

What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the Minister's office FYTD? Which agency or agencies provided these services?

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? Which agency or agencies provided these services?

Answer

The Department of Education, Employment and Workplace Relations does not attribute a portion of general media monitoring expenditure to Ministers and the Parliamentary Secretary; only orders relating to transcripts, audio files and video ordered by ministerial offices. The total cost for 1 July 2010 to 31 May 2011 for specific orders placed by Minister Evans' office was \$15,849.

The department coordinates the provision of a central media monitoring service to around 5500 departmental staff, as well as portfolio agencies, Ministers and Parliamentary Secretary. This includes media monitoring, copyright fees, audio and video clip orders, transcripts and media release distribution.

The department spent \$947,923 (including the \$15,849 mentioned above) in the period 1 July 2010 to 31 May 2011. In such a large department, there is considerable efficiency and environmental benefits in having an online media monitoring service, as opposed to newspapers. The cost equates to 38 cents per staff member, per day* and enables staff to search through a wide range of articles.

The cost of media monitoring for the same period in the previous year (1 July 2009 – 31 May 2010) was higher. The department anticipates that, given the contracting efficiencies, there will be a continued decline in media monitoring costs for the foreseeable future.

Media monitoring services were provided by Media Monitors up until 31 December 2010 and by AAP from 1 January 2011.

Portfolio agencies utilise the Department's media monitoring service through Memoranda of Understanding arrangements.

Where portfolio agencies have specific orders or use supplementary media services they pay for these services directly. Their costs (for the period 1 July 2010 to 31 May 2011) are as follows:

Safe Work Australia has provided the following response:

Safe Work Australia has a 12 month subscription to Meltwater News services at a cost of \$8,272 (12 months to August 2011).

Office of the Australian Building and Construction Commissioner has provided the following response:

The cost of specific items ordered from Media Monitors and AAP totalled \$12,142 in the FYTD.

Office of the Fair Work Ombudsman provided the following response:

The cost of media monitoring for the FWO was \$46,368 which consists of specific items ordered from Media Monitors and a two year subscription (\$25,828 paid in advance to Feb 2013) for Meltwater News services.

Comcare provided the following response

The costs of media monitoring for Comcare was \$34,593 which consists of specific items ordered from Media Monitors and a two-and-a-half-year subscription to Meltwater News Services (\$14,894 paid in advance to Aug 2013).

Fair Work Australia provided the following response

Fair Work Australia reported nil expenditure on additional media monitoring items.

All figures are GST inclusive and have been rounded to the nearest dollar.

*based on approx 7439 portfolio staff, able to access the portal and an 11 month (335 days)time frame.