

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

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

**Cross Portfolio**

**DEEWR Question No.** EW0529\_12

**Senator Back provided in writing.**

**Question**

***Media Monitoring***

1. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the Minister's office for the year 2010-11?
2. Which agency or agencies provided these services?
3. What is estimated budget to provide the same services for the year 2011-12?
4. What has been spent providing these services FYTD?
5. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the department and its agencies for the year 2010-11?
6. Which agency or agencies provided these services?
7. What is estimated budget to provide the same services for the year 2011-12?
8. What has been spent providing these services FYTD?"

**Answer**

1. 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

In the 2010-11 financial year, the cost of media monitoring services (specific orders/media release distribution) attributed to Minister Evans' office was \$15,849.72

2. Media monitoring and related services (media release distribution and transcription services) are provided to the minister's office via the department's media monitoring arrangements.

Services were provided by two organisations during the 2010-11 financial year, as DEEWR changed providers halfway through this time period following a competitive Request for Quote process.

Media Monitors was the provider during the period July-December 2010 and AAP (Australian Associated Press) contractual arrangements commenced 1 January 2011.

3. Expenditure for these services in the 2011-12 will be dependent on the amount of media items/issues that arise; the department has not specified an estimated budget for these items.

4. In the financial year to date (to 30 September 2011), the amount spent on orders/requests attributed to Minister Evans office was \$10,239.48.

5. DEEWR pays for a media monitoring service which is used by DEEWR staff; ministers' offices and portfolio agencies (through MoU arrangements). Any specific orders placed by offices or agencies (eg for transcripts) are charged to the individual office or agency.

In the 2010-11 financial year, the cost of media monitoring services for DEEWR was \$980,388.28. This does not include costs of individual orders by ministerial offices; or additional services engaged by portfolio agencies from other providers (listed below).

The cost of media monitoring for the same period in the previous year (1 July 2009 – 31 May 2010) was \$1,051,827.42. The department anticipates that, given the contracting efficiencies, there will be a continued decline in media monitoring costs for the foreseeable future.

6. Please see answer to question 2.

7. Please see answer to question 3.

8. In the financial year to date (30 September 2011), the department's spending on media monitoring services has been \$164,290.50

All figures are GST inclusive.

#### **Additional media monitoring costs by portfolio agencies**

**The Australian Building and Construction Commission** has provided the following information:

The total expenditure by the ABCC on media monitoring for FY 2010-11 was \$19,697.61.

Services were provided by Media Monitors Aust P/L; AAP Information; and Auscript Australasia P/L.

The estimated budget for the same service/s for the year 2011-12 is \$76,450.

Total expenditure by ABCC Public Affairs on media monitoring for 2011-12 FYTD (as at 30th September 2011) is \$4,873.60

**Safe Work Australia** has provided the following information:

The total expenditure by Safe Work Australia on media monitoring for the FY 2010-11 was \$8,272. This was payment for a two-year subscription.

Services were provided by Meltwater News Australia Pty Ltd.

There is no expenditure expected in the 2011-12 financial year (as the subscription purchased in the 2010/11 financial period runs for two years).

There is no expenditure this financial year to date, because of this two-year subscription.

The **Fair Work Ombudsman** has provided the following information:

The total expenditure by the FWO on media monitoring for FY2010-11 was \$57,538.70.

Services were provided by Meltwater News Australia Pty Ltd; Buzznumbers Pty Ltd; and Media Monitors Australia Pty Ltd.

The estimated budget for the same service/s in the 2011-12 financial year is \$50,000.

Total expenditure by the FWO on media monitoring for 2011-12 FYTD (as at 30th September 2011) is \$19,861.93.

**Comcare** has provided the following information:

The total expenditure by Comcare on media monitoring for FY2010-11 was \$11,137.84

Services were provided by Meltwater News Australia Pty Ltd and Media Monitors Australia Pty Ltd.

The estimated budget for the same service/s in the 2011-12 financial year is \$16,177.05

Total expenditure by Comcare on media monitoring for 2011-12 FYTD (as at 30 September 2011) is \$4,189.21