

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio

Budget Estimates

28 May 2012

Question: BR43
Topic: Media Monitoring
Proof Hansard Page: Written

Senator Bushby asked:

1. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the Minister's office for this financial year to date?
 - a) Which agency or agencies provided these services?
 - b) What is the estimated budget to provide these same services for the year 2012-13?
 - c) What has been spent providing these services this financial year to date?
2. 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?
 - a) Which agency or agencies provided these services?
 - b) What is the estimated budget to provide these same services for the year 2012-13?
 - c) What has been spent providing these services this financial year to date?

Answer:

1. Media monitoring services for the Minister's Office:
 - a) Media Monitors.
 - b) \$25,000 has been budgeted for the 2012-13 financial year for the Minister's Office.
 - c) \$59,500 was spent on media monitoring for the Minister's Office in the 2011-12 financial year.

2. Media monitoring services for the Department and its Agencies:

Department

- a) Media Monitors.
- b) \$250,000 has been budgeted for the 2012-13 financial year.
- c) \$533,977 was spent on media monitoring for the 2011-12 financial year.

Tourism Australia

- a) Cubit, Factiva, Meltwater News, AAP, SinoFile Media Monitors, Argus de la Presse, Landau Media/ Infopaq, India Media Monitoring, L'Echo della Stampa, Naigai Kirinuki Tsushinsha, Early Bird Communication, Nama News & Ads Monitoring Agency, Media Monitors and Cision.

- b) \$287,259 has been budgeted for the 2012-13 financial year.
- c) \$487,488 was spent on media monitoring for the 2011-12 financial year.

Geoscience Australia

- a) Sentinel Media (Media Monitors).
- b) \$80,000 (excl GST) has been budgeted for the 2012-13 financial year.
- c) \$56,164.54 (excl GST) was spent on media monitoring for the 2011-12 financial year.