

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Additional Estimates 2011–2012, 15 February 2012

Question: E12–075

OUTCOME 0: Whole of Portfolio

Topic: MEDIA MONITORING

Written Question on Notice

Senator McKenzie asked:

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

Answer:

- a) The Department of Health and Ageing's financial system does not break down the cost of media monitoring services at the level required for details of press clippings, electronic media transcripts, etcetera that were provided to the ministers' offices.
- b) Media Monitors Pty. Ltd (now known as Sentia Media Pty. Ltd.) provides these services for the Department and relevant agencies. The Department also has arrangements with Australian Associated Press for access to their NewsCentre wire service.
- c) There is no separate estimate for these services for Ministers' offices.
- d) See a) above.