

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Additional Estimates 2011-2012, 15 February 2012

Question: E12-076

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 department/agency 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 total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the department for this financial year to date is \$595,712.50
- b) Media Monitors Pty Ltd (now renamed to Sentia Media Pty Ltd) provided these services.
- c) The estimated budget to provide these same services for the year 2011-12 is \$1,301,000.00
- d) See response a) above.