

**Senate Community Affairs Committee**  
**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**  
**SOCIAL SERVICES PORTFOLIO**  
**2015-16 Additional Estimates Hearings**

**Outcome Number: Cross Outcome - Across Programmes      Question No: SQ16-000049**

**Topic: Media Monitoring**

**Hansard page: Written**

**Senator Joe Ludwig asked:**

Since the change of Prime Minister on 14 September, 2015:

1. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the Minister's office during the specified period?
  - a. Which agency or agencies provided these services?
  - b. What has been spent providing these services during the specified period?
  - c. Itemise these expenses.
2. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the department/agency during the specified period?
  - a. Which agency or agencies provided these services?
  - b. What has been spent providing these services during the specified period?
  - c. Itemise these expenses

**Answer:**

The Department uses Isentia as its media monitoring provider. Minister Porter's office is serviced under the Department's Isentia media monitoring services contract and receives the Department's daily press clips and broadcast alerts.

From 1 September 2015 to 31 December 2015, \$183,462.24 (including GST) has been spent on media monitoring services including electronic media transcripts, press clips, broadcast summaries, and morning media reports.

Itemised expenses are as follows:

<b>Description</b>	<b>Costs (inc. GST)</b>
Monitoring Service - Contract	\$16,170.00
Transcript	\$1,412.53
Press Clips	\$26,578.86
Press Copyright	\$33,413.42
Press Copyright (Downstream)	\$7,593.96
Broadcast Summaries	\$30,800.41
Audio/Video Files	\$583.00
Broadcast Copyright	\$350.91
Morning Media Reports	\$29,672.50
Mediaportal Social Monitoring	\$8,360.00
BuzzNumbers	\$19,360.00
Internet package	\$9,166.65
<b>TOTAL</b>	<b>\$183,462.24</b>