

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Additional Estimates 2015 - 2016, 10 February 2016

Ref No: SQ16-000162

OUTCOME: 0 - Whole of Portfolio

Topic: Media Monitoring

Type of Question: Written Question on Notice

Senator: Ludwig, Joe

Question:

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:

1. The cost of media monitoring services, including press clippings, electronic media transcripts etcetera provided to the Department from 14 September 2015 to 29 February 2016 was \$450,258.71, GST exclusive.

The service covers the Department, Portfolio Agencies and three Portfolio Ministers. The cost is inclusive and cannot be broken down.

- a) The Department fully outsources its media monitoring services to iSentia Pty Ltd.
- b) See answer to 1. above.
- c) The Department pays a flat rate fee per month for media monitoring services, plus copyright (see answer to 1 above). This fee is based on monitoring required, volumes and trends over the past ten years. The department has negotiated the service to obtain the best value for money.

2. See answer to 1. above.