

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Budget Estimates 2014 - 2015, 2/3 June 2014

Ref No: SQ14-000747

OUTCOME: 0 - Whole of Portfolio

Topic: Media Monitoring

Type of Question: Written Question on Notice

Senator: Ludwig, Joe

Question:

1. What is the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the Minister's office from Additional Estimates in February 2014 to date?

- a) Which agency or agencies provided these services?
- b) What has been spent providing these services from Additional Estimates in February 2014 to date?
- 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 from Additional Estimates in February 2014 to date?

- a) Which agency or agencies provided these services?
- b) What has been spent providing these services from Additional Estimates in February 2014 to date?
- c) Itemise these expenses.

Answer:

1. The cost of media monitoring services, including press clippings, electronic media transcripts etcetera is covered by the one budget and the one service. The service covers the Department of Health, (including the Therapeutic Goods Administration, National Industrial Chemicals Notification and Assessment Scheme and Office of the Gene Technology Regulator), five portfolio agencies and the offices of two portfolio ministers. The department's financial system does not break down the cost of media monitoring services to the level required to separately identify details of services provided to the ministers' offices.

- a) The department fully outsources its media monitoring services. The service is provided by iSentia Media Pty Ltd.
- b) See answer to 1. above.
- c) See answer to 1. above.

2. The cost of these services for the period 1 March 2014 to 31 May 2014 was \$218,320 GST exclusive. This includes services to the ministers' offices and five portfolio agencies.
 - a) See answer to question 1a above.
 - b) See answer to question 2 above.
 - c) See answer to question 1 above.