

Senate Standing Committee on Environment and Communications
Legislation Committee
Answers to questions on notice
Environment portfolio

Question No: 237
Hearing: Budget Estimates
Outcome: Corporate
Programme: Policy and Communications Division (PCD)
Topic: Portfolio wide – media monitoring
Hansard Page: N/A
Question Date: 26 May 2014
Question Type: Written

Senator Ludwig asked:

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:

The Department of the Environment provides media monitoring services to the Bureau of Meteorology, the Clean Energy Regulator, the Climate Change Authority, the Director of National Parks and the Sydney Harbour Federation Trust

Total cost: \$208, 594.99 (GST inclusive) from February to 24 June 2014.

- a). Australian Associated Press Pty & iSentia Pty Ltd
- b) \$208, 594.99 (GST inclusive)
- c) Media Monitoring Plan-\$162, 500 (GST inclusive)
CopyRight -\$34,096.85 (GST inclusive)
Media release distribution-\$136.50 (GST inclusive)

Great Barrier Reef Authority

Total cost: \$10,952.75 (GST inclusive)

- a) iSentia Pty Ltd
- b) \$10,952.75 (GST inclusive)
- c) \$10,952.75 (GST inclusive)

Murray–Darling Basin Authority

Total cost from 24 February 2014 to 31 May 2014: \$10, 838.68 (GST inclusive).

a) iSentia Pty Ltd

b) Itemised media monitoring expenses (all costs include GST):

Row Labels	Sum of QTY	Sum of Extended Price	Sum of Total incl GST
Broadcast Copyright - AAIM	11	\$166.50	\$183.15
Downstream (Govt) per clip up to 350 users	744	\$238.08	\$238.08
Instant Download Audio	9	\$793.80	\$873.18
Mediaportal InternetAlert	1238	\$3,255.94	\$3,581.53
Mediaportal NewsAlert Metro	62	\$157.48	\$173.23
Mediaportal NewsAlert Regional	291	\$765.33	\$841.86
Mediaportal Press Clip	744	\$1,249.92	\$1,374.91
Mediaportal Software & Services: multiple licenses	4	\$2,172.30	\$2,389.53
Play Now Video	1	\$88.20	\$97.02
Presentation Audio	1	\$50.00	\$55.00
Press Copyright - Digital	744	\$937.44	\$1,031.18
Grand Total	3849	\$9,874.99	\$10,838.68

National Water Commission

Total cost from February 2014 to 30 April 2014: \$14,932 (GST inclusive)

a) The Commission purchases media monitoring services from Isentia Pty Ltd

b) All expenditure was on press clipping services.