

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

2015 - 2016

Department/Agency: Australian Taxation Office

Question: AET 2252-2253

Topic: Media Monitoring

Reference: written - 19 February 2016

Senator: Ludwig, Joe

Question:

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

2252. 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.

2253. 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:

2252. From 1 September 2015 to 31 January 2016, the ATO did not provide any media monitoring services, including press clippings, electronic media transcripts etcetera to the Minister's office.

2253. From 1 September 2015 to 31 January 2016, the ATO spent \$167,101 (GST exclusive) on media monitoring services.

- a) These services were provided by Isentia and Meltwater.
- b) \$167,101 (GST exclusive).
- c) An itemised list of media monitoring expenses is provided below.

Media Monitoring item	1 September 2015 to 31 January 2016 (\$ GST exclusive)
Copyright	17,697
Print - Daily briefings service	34,468
Video/Audio	2,198
Connection Service Fees	-
Monitoring Package - Fixed fee	112,738
Social Media Monitoring	-
Total	167,101