

Senate Economics Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Budget Estimates

2015 - 2016

Department/Agency: ATO

Question: SBT 1875-1876

Topic: Media Monitoring

Reference: written - 30 October 2015

Senator: Wong, Penny

Question:

Since 1 January 2015:

1875. 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.
1876. 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:

1875. From 1 January to 31 October 2015, the ATO did not provide any media monitoring services, including press clippings, electronic media transcripts to the Minister's office.
1876. From 1 January to 31 October 2015, the ATO spent \$253,963 (GST exclusive) on media monitoring services.
- a) These services were provided by iSentia.
 - a) \$253,963 (GST exclusive) on media monitoring services.
 - b) An itemised list of media monitoring expenses is provided in **Table 1** below.

Table 1: Media Monitor expenses from 1 January 2015 to 31 October 2015.

Media Monitoring item	Amount (\$) (GST exclusive)
Copyright	\$ 45,125
Print - Daily briefings service	\$ 56,586
Video/Audio	\$ 9,055
Connection Service Fees	\$ -
Monitoring Package - Fixed fee	\$ 143,197
Social Media Monitoring	\$ -
Total	\$ 253,963