

**Senate Committee: Education and Employment**

**QUESTION ON NOTICE  
Additional Estimates 2015 - 2016**

**Outcome: Agency: ACARA**

**Department of Education and Training Question No. SQ16-000362**

Senator Ludwig, Joe provided in writing

***ACARA: Media monitoring***

**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**

The Australian Curriculum, Assessment and Reporting Authority has provided the following response.

From 1 September 2015 – 31 January 2016:

1. Nil.

a) Not applicable

b) Not applicable

c) Not applicable

2. Total cost 1 September – 30 January 2016: \$11,706.66

a) Meltwater (online); iSentia (print/broadcast)

b) \$11,704.66

c) Meltwater (annual subscription pro-rata for 5 months) online media monitoring service and provision of employee media monitoring platform and newsletter: \$4,162.50

iSentia: provision of print and broadcast press clippings including audio, video, press items, email delivery, print copyright and monthly retainer fee, variable costs due to variable volume of media clips: (September \$1,140.56, October \$1,518.54, November \$1,945.15, December \$1,521.11, January \$1,416.80): Total for period: \$7,542.16