

Senate Committee: Education and Employment

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

Outcome: Cross Portfolio - Corporate

Department of Education and Training Question No. SQ15-000589

Senator O'Neill, Deborah provided in writing

Media monitoring

Question

What was the total spend on media monitoring in 2014-15?

The Department has recently signed a new contract with iSentia for media monitoring services valued at \$620,000 for 12 months. Is that correct?

What services are included in this contract?

Does that contract include social media monitoring?

If not, is there a separate contract for social media monitoring? If so, what is the value and duration of that contract, and which organisation has been engaged to do that work?

What services are available to the Ministers' offices under the contract with iSentia?"

Answer

1. Media monitoring expenditure for the Department of Education and Training covering the period 2 June 2014 to 19 May 2015 was \$677,712 (GST exclusive).
2. The department signed a new contract with iSentia Pty Ltd valued at \$564,000 (GST exclusive) for the provision of media monitoring services covering the period 19 May 2015 to 20 May 2016.
3. The contract includes the delivery of daily media monitoring reports, transcription services and access to the online portal for portfolio-related print, broadcast, and internet items.
4. Yes, the contract includes some social media monitoring.
5. Not applicable.
6. Not applicable.
7. Portfolio Ministerial offices access the same media monitoring services as the department under the contract with iSentia.