



**Australian Government**  
**Department of Education and Training**

Acting Deputy Secretary  
Jessie Borthwick

Committee Secretary  
Education and Employment Legislation Committee  
Parliament House  
CANBERRA ACT 2600

Dear Secretary

It has come to my attention that there is a need to correct a response to a Budget Estimates hearing Question on Notice (SQ15-000589) which was provided to the committee.

In answering the Question on Notice, the department provided a response that was based on incorrectly sourced information across an incorrect time period. This resulted in an overstatement of expenditure for media monitoring services for the 2014-15 financial year.

I apologise that this incorrect information was provided.

Please find attached the original and corrected versions for your reference.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Jessie Borthwick'.

Jessie Borthwick

2 September 2015

**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.

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 (Revised)**

Senator O'Neill, Deborah provided in writing

***Media monitoring***

**Question**

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

**Answer**

The following is a correction to the version previously tabled.

1. Media monitoring expenditure for the Department of Education and Training covering the financial year 2014-15 was \$543,206 (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.