Senate Standing Committee on Education and Employment - Education

QUESTIONS ON NOTICE

Supplementary Budget Estimates 2014-2015

Cross Portfolio

Department of Education Question No. ED0528_15

Senator Ludwig provided in writing.

Dept & all agencies: Media monitoring

Question

Since Budget Estimates in June, 2014:

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 Department of Education has provided the following response:

1. As the media monitoring services provided to portfolio ministerial offices are included in those provided to the department, no separate budget is attributable. Please see response to question 2 below.

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a) The Department of Education's media monitoring provider is iSentia Pty Ltd.

b) Please see response to 1 (above).

c) There is no separate costing for these items for the Department of Education.

2. As a means of managing the machinery of government transition to stand alone departments (announced on 18 September 2013) the departments of Education and Employment shared arrangements for media monitoring until 30 June 2014. It is not possible to disaggregate expenditure between the two departments before 1 July 2014. Media monitoring expenditure for the Department of Education from 1 July 2014 to 31 October 2014 was $263,265.64 (GST exclusive).

a) The Department of Education's media monitoring provider is iSentia Pty Ltd.

b) Please see response to question 2 (above).

c) There is no separate costing for these items for the Department of Education.

The following agencies have provided responses:

Australian Curriculum, Assessment and Reporting Authority (ACARA)

1. Nil.

a) Not applicable.

b) Not applicable.

c) Not applicable.

2. The total cost of media monitoring services provided to the agency was $27,800.91(GST exclusive).

a) Meltwater and iSentia Pty Ltd provided the media monitoring services.

b) For the Meltwater service, the cost per month is $1,500 (GST exclusive). Since Budget Estimates in June 2014 the total cost was $6,000 (GST exclusive). For the iSentia Pty Ltd service, the average cost per month is $5,450 (GST exclusive).Since Budget Estimates in June 2014 the total cost was $21,800.91 (GST exclusive).

c) The services included media monitoring services, as well as print, broadcast and online media alerts.

Australian Research Council (ARC)

1. Nil.

a) Not applicable.

b) Not applicable.

c) Not applicable.

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2. The total cost of media monitoring services provided to the agency was $9,313 (GST exclusive).

a) iSentia Pty Ltd and Meltwater provided the media monitoring services.

b) Please see response to question 2 (above).

c) For the iSentia Media Pty Ltd service, the cost was $9,313 (GST exclusive) for the reporting period. For the Meltwater service, the cost was nil for the reporting period.

Tertiary Education Quality and Standards Agency (TEQSA)

Nil response to all questions.

Australian Institute of Aboriginal and Torres Strait Islander Studies

Nil response to all questions.

Australian Institute for Teaching and School Leadership

1. Nil

a) Not Applicable

b) Not Applicable

c) Not Applicable

2. Since Budget Estimates in June 2014, the total cost of media monitoring services provided to the agency was $32,985.77 (GST exclusive)

a) Sentia Pty Limited provided the media monitoring services.

b) Please see response to question 2 (above).

c) For AITSL to report all details requested would be an unnecessary diversion of resources.

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