

**Senate Standing Committee on Economics**  
**ANSWERS TO QUESTIONS ON NOTICE**  
Industry, Innovation, Science, Research and Tertiary Education Portfolio  
Additional Estimates Hearing 2011-12  
15 February 2012

---

**AGENCY/DEPARTMENT:** DEPARTMENT OF INDUSTRY, INNOVATION, SCIENCE, RESEARCH AND TERTIARY EDUCATION

**TOPIC:** Media Monitoring

**REFERENCE:** Written Question – Senator Bushby

**QUESTION No.:** AI-233

1. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the Minister's office for 2007-08, 2008-09, 2009-10 and 2010-11?
2. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the department/agency for 2007-08, 2008-09, 2009-10 and 2010-11?
3. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the Minister's office for this financial year to date?
  - Which agency or agencies provided these services?
  - What is the estimated budget to provide this same services for the year 2011-12?
  - What has been spent providing these services this financial year to date?
4. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the department/agency for this financial year to date?
  - Which agency or agencies provided these services?
  - What is the estimated budget to provide this same services for the year 2011-12?
  - What has been spent providing these services this financial year to date?

**ANSWER**

**Question 1 & 2**

**Past Years - Media Monitoring expenses**

The following information is a breakdown of expenditure for all media monitoring services provided to the Department during the requested financial years. There are no unique services in these categories provided to Ministers Offices. Ministers Offices receive a subset of the services procured by the department for its business use.

**Departmental figures for 2010-11 financial year (GST Excl)**

- 1) AAP Information Service P/L: \$162,585
- 2) Media Monitors: \$106,230
- 3) LexisNexis: \$6,885
- 4) Science Media Clips: \$6,587

- 5) Access Economics: \$126,540
- 6) Shac Communications: \$13,640
- 7) Mark Communications: \$1,113
- 8) Meltwater News: \$10,748
- 9) Spark and Cannon: \$568

For 2010-11 the total expenditure for departmental media monitoring services was \$434,896 (GST excl).

### **AGENCIES**

For 2010-11 the total media monitoring expenditure for CSIRO was \$55,369.  
For 2010-11 the total media monitoring expenditure for AIMS was \$10,123.  
For 2010-11 the total media monitoring expenditure for ARC was \$36,495.  
For 2010-11 the total media monitoring expenditure for AIATSIS was NIL.  
For 2010-11 the total media monitoring expenditure for ANSTO was \$45,932.

### **Departmental figures for 2009-10 financial year (GST Excl)**

- 1) AAP Information Service P/L: \$144,637
- 2) Media Monitors: \$180,714
- 3) Factiva: \$36,572
- 4) LexisNexis: \$6,215
- 5) Meltwater News: \$5,334
- 6) Access Economics: \$155,000
- 7) Shac Communications: \$17,681
- 8) Mar Communications: \$1,000

For 2009-10 the total expenditure for departmental media monitoring services was \$547,153 (GST excl).

### **AGENCIES**

For 2009-10 the total media monitoring expenditure for CSIRO was \$114,840.  
For 2009-10 the total media monitoring expenditure for ARC was \$19,380.  
For 2009-10 the total media monitoring expenditure for AIMS was \$13,443.  
For 2009-10 the total media monitoring expenditure for AIATSIS was NIL.  
For 2009-10 the total media monitoring expenditure for ANSTO was \$20,876.

### **Departmental figures for 2008-09 financial year (GST Excl)**

- 1) AAP Information Service P/L: \$180,514
- 2) Media Monitors: \$100,341
- 3) Factiva: \$67,146
- 4) LexisNexis: \$6,076
- 5) Access Economics: \$21,700
- 6) Shac Communications: \$8,560

For 2008-09 the total expenditure for departmental media monitoring services was \$384,337 (GST excl).

## **AGENCIES**

For 2008-09 the total media monitoring expenditure for CSIRO was \$168,643.

For 2008-09 the total media monitoring expenditure for ARC was \$25,264.

For 2008-09 the total media monitoring expenditure for AIMS was \$12,095.

For 2008-09 the total media monitoring expenditure for AIATSIS was NIL.

For 2008-09 the total media monitoring expenditure for ANSTO was \$31,670.

### **Departmental figures for 2007-08 financial year (GST Excl)**

1) AAP Information Service P/L: \$196,788

2) Media Monitors: \$106,469

3) Factiva: \$59,573

For 2007-08 the total expenditure for departmental media monitoring services was \$362,830 (GST excl).

## **AGENCIES**

For 2007-08 the total media monitoring expenditure for CSIRO was \$136,142.

For 2007-08 the total media monitoring expenditure for ARC was \$32,121.

For 2007-08 the total media monitoring expenditure for AIMS was \$14,702.

For 2007-08 the total media monitoring expenditure for AIATSIS was NIL.

For 2007-08 the total media monitoring expenditure for ANSTO was \$30,289.

### **Question 3 & 4**

The total cost of media monitoring services for department for the 2011-12 financial year to date (1 July 2011 to 29 February 2012) is \$206,550. Please see below for a breakdown.

<b>Agency</b>	<b>Cost \$</b> (Excludes amounts unpaid)	<b>Media Monitoring Agency</b>
Department of Industry, Innovation, Science, Research and Tertiary Education	82,937	AAP
	73,792	Media Monitors
	0	Weber Shandwick
	4,346	Lexis Nexus
	439	Spark and Cannon
	22,960	Access Economics
	22,076	Meltwater News

The total cost of media monitoring services for the agencies for the 2011-12 financial year to date (1 July 2011 to 29 February 2012) is:

<b>Agency</b>	<b>Cost \$</b>	<b>Media Monitoring Agency</b>
CSIRO	45,929	Media Monitors
AIMS	7648.11	Media Monitors
ANSTO	41,492	AAP
ARC	12,545	Media Monitors and

		Meltwater News
AIATSIS	NIL	N/A

The estimated budget to provide these services for the full 2011-12 year is:

<b>Department/Agency</b>	<b>Budget \$</b>
Department of Industry, Innovation, Science, Research and Tertiary Education	473,212
CSIRO	55,000
AIMS	12,000
ANSTO	The contract for this service is currently under review, the estimated budget will be revised as a result of this review.
ARC	25,000.
AIATSIS	NIL

Please note – as this information is as at 29 February 2012 this does not include Outcome 3 and associated Agencies which are transferring from the Department of Education, Employment and Workplace Relations due to the recent Machinery of Government.