

Senate Standing Committee on Economics
ANSWERS TO QUESTIONS ON NOTICE
Innovation, Industry, Science and Research Portfolio
Supplementary Budget Estimates Hearing
19 October 2011

AGENCY/DEPARTMENT: DEPARTMENT OF INNOVATION, INDUSTRY, SCIENCE AND RESEARCH

TOPIC: MEDIA MONITORING -DEPARTMENTAL COSTS TO MONITOR FIRMS

REFERENCE: Written Question – Senator Colbeck

QUESTION No.: SI-127

- 1) What is the cost specifically of the monitoring the Department would undertake to acquire information about firms under threat?
- 2) What specific forms of media does the Department monitor when it is looking at actual or threatened company shutdowns?
- 3) How much time does this work take, and how many staff are assigned to it?
- 4) How is this information used once it's collected?

ANSWER

1) The cost of monitoring under the Industry Update Media Monitoring contract was \$142,560 for one year commencing 19 August 2011.

2) The contractor utilises the Factiva media monitoring service in order to access current media reports and supplements this with other public sources of information regarding firms facing difficulty or concerns about their future operations.

The Department of Innovation, Industry, Science and Research (DIISR) also notes articles from major newspapers on an ad hoc basis and supplements this with additional in-house information and data from within DIISR.

3) DIISR has two staff assigned to this work, who devote a total of between two to four days per month each to this work.

4) The data is used to inform policy making and to provide data on firm performance.