

**EDUCATION, EMPLOYMENT AND WORKPLACE RELATIONS**

**SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE  
2008-09 SUPPLEMENTARY BUDGET ESTIMATES HEARING**

**Outcome**            ALL

**DEEWR Question No. EW778\_09**

Senator Humphries provided in writing.

**Question**

*Media Monitoring*

How much has been spent on media monitoring to date this year?

**Answer**

With the amalgamation of the two large departments (DEWR and DEST) DEEWR has reduced media monitoring costs by approximately 25% while covering a range of new areas of responsibility including child care, early childhood, social inclusion and youth, previously covered by a number of other departments. The costs include monitoring activity for 11 portfolio agencies, which cannot easily be disaggregated. The department is currently reviewing media monitoring activities to continue to identify efficiencies.

The cost of media monitoring for the financial year to date is approximately \$389,395 (GST exclusive).