

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Additional Estimates 24-28 February 2014

Prime Minister and Cabinet Portfolio

Department/Agency: Department of the Prime Minister and Cabinet

Outcome/Program: 1.1 Prime Minister and Cabinet

Topic: Media monitoring

Senator: Senator the Hon Joe Ludwig

Question reference number: 168

Type of Question: Written

Date set by the committee for the return of answer: 11 April 2014

Number of pages: 2

Question:

1. What is the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the Minister's office from 7 September 2013 to date?
 - a) Which agency or agencies provided these services?
 - b) What has been spent providing these services from 7 September 2013 to date?
 - 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 from 7 September 2013 to date?
 - a) Which agency or agencies provided these services?
 - b) What has been spent providing these services from 7 September 2013 to date?
 - c) Itemise these expenses

Answer:

- 1 & 2 Media monitoring services are provided to the department and the portfolio ministers under contract by Isentia Pty Ltd. There is no separation of services/costs between portfolio ministerial offices and the department.

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Refer to PM 166 Supplementary Budget Estimates of November 2013 for the costs to 30 November 2013.

The total cost for the period 1 December 2013 to 28 February 2014 is \$47,424 GST inclusive.

Services provided as part of the all-inclusive media monitoring total cost include:

- press clips
- broadcast clips
- transcripts
- media alerts.

With the transfer of Indigenous policies and programmes to the department, the department has agreed that Isentia Pty Ltd provide an Indigenous morning media report at a cost of \$5,000 per month. This commenced in mid-December 2013; costs since then are included in the amount of \$47,424.