

Senate Standing Committee on Finance and Public Administration

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Budget Estimates Hearings 2007-2008, 21-22 May 2007



Question: PM 14

Cross Portfolio

Topic: Media Monitoring Costs for the Portfolio

Hansard Page: F&PA 100:

Senator Chris Evans asked: (1) Why has there been a big increase in media monitoring costs in the portfolio? (2) What the costs will be for this year coming et cetera?

Answer:

- (1) The increase in media monitoring costs for the department and portfolio agencies from 2000-01 to 2006-07 is attributable to:
- the establishment of the National Water Commission in 2004-05 in the PM&C portfolio and its transfer to the then Environment and Water Resources portfolio in January 2007;
 - changing from simple hard copy media monitoring arrangements with restricted access to electronic database services available to all staff;
 - the need to obtain a broader coverage on policy issues and increased monitoring of specific issues; and
 - a change in role for ONA in mid-2005 when ONA assumed responsibility for the Open Source Branch (previously part of Department of Foreign Affairs and Trade).
- (2) 2006-07 \$244,861.