

QUESTION TAKEN ON NOTICE

SUPPLEMENTARY BUDGET ESTIMATES: 19 OCTOBER 2010

IMMIGRATION AND CITIZENSHIP PORTFOLIO

(368) Program Internal Product

Senator Barnett asked:

- 1) What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the Department and its agencies in the 2009/10 financial year?
- 2) Which agency or agencies provided these services?

Answer:

- 1) The Department spent \$192 275.60 in media monitoring and newswire distribution.
- 2) The agencies that provided these services were:

1. Media Monitors

- Monitors all metropolitan, regional, suburban newspapers and magazine publications in Australia
- Monitors metropolitan and regional broadcast media and provides results as transcripts or as digital files
- Provide analysis of media coverage as required.

2. AAP

- Provide Newswire service
- Provide media release distribution service

3. CCH

- Provide media release monitoring from Parliament House