

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Supplementary Budget Estimates 2012-2013, 17 & 19 October 2012

Question: E12-109

OUTCOME 0: Whole of Portfolio

Topic: MEDIA MONITORING

Type of Question: Written Question on Notice

Number of pages: 2

Senator: Boyce

Question:

- a) What was the actual total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the Minister's office for 2011-12?
- b) Which agency or agencies provided these services?
- c) What was the estimated budget to provide these services for the year 2011-12?
- d) What was the actual total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the department/agency for 2011-12?
- e) Which agency or agencies provided these services?
- f) What was the estimated budget to provide these services for the year 2011-12?

Answer:

- a) The cost of media monitoring services, including press clippings, electronic media transcripts etcetera is covered by the one budget and the one service. The service covers the Department of Health and Ageing, (including the Therapeutic Goods Administration, National Industrial Chemicals Notification and Assessment Scheme and Office of the Gene Technology Regulator), five portfolio agencies and the offices of three portfolio Ministers and the Parliamentary Secretary.
The Department's financial system does not break down the cost of media monitoring services to the level required to separately identify details of services provided to the Ministers' offices.
- b) This Department fully outsources its media monitoring services. The contract is provided by Sentia Media Pty Ltd, (formerly known as Media Monitors Pty Ltd), and requires minimal additional Departmental resourcing.
- c) A separate budget is not allocated for Ministers' offices.

- d) The total cost of media monitoring services, as outlined in a) above, provided to the department for the 2011-12 financial year was \$949,192 GST exclusive.
- e) See b) above.
- f) The estimated budget for media monitoring services, as outlined in a) above, for the 2011-2012 financial year was \$940,000 GST exclusive.