

**Senate Standing Committee on Environment and Communications**

**Answers to Senate Estimates Questions on Notice**

**Additional Estimates Hearings February 2016**

**Communications Portfolio**

**National Collecting Institutions**

**Question No: 198(k)**

**National Collecting Institutions**

**Hansard Ref: Written, 19/02/2016**

**Topic: Media monitoring**

**Senator Ludwig, Joe asked:**

National Cultural Institutions

- Australian National Maritime Museum
- National Film and Sound Archive
- National Gallery of Australia
- National Library of Australia
- National Museum of Australia
- National Portrait Gallery
- The Museum of Australian Democracy

Since the change of Prime Minister on 14 September, 2015:

1. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the Minister's office during the specified period?
  - (a) Which agency or agencies provided these services?
  - (b) What has been spent providing these services during the specified period?
  - (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 during the specified period?
  - (a) Which agency or agencies provided these services?
  - (b) What has been spent providing these services during the specified period?
  - (c) Itemise these expenses

**Answer:**

**Australian National Maritime Museum**

1. N/A.
2. \$7,691.72 (GST Excl).
  - (a) Isentia.
  - (b) There have been no expenses beyond those referred to in the answer above.

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- (c) The museum subscribes to the services of Isentia for a daily media monitoring clipping service for print, online and broadcast media, as well as access to an online media portal with a temporary storage and reporting facility.

**National Film and Sound Archive**

1. N/A.
2. (a) & (c). To attempt to provide the level of detail requested would be an unreasonable diversion of resources.  
(b) \$11,885.89 (GST Excl).

**National Gallery of Australia**

1. N/A.
2. \$11,580 for Media Monitoring services.  
(a) iSentia Pty Ltd  
(b) \$11,580.  
(c) Unreasonable diversion of resources to further break down this expenditure.

**National Library of Australia**

1. N/A.
2. \$10,629 (GST Excl).  
(a) iSentia.  
(b) \$10,629 (GST Excl.)  
(c) General media monitoring.

**National Museum of Australia**

1. N/A.
2. \$9,922 (GST Excl).  
(a) iSentia Pty Ltd.  
(b) \$9,922 (GST Excl).  
(c) To attempt to provide the level of detail requested would involve an unreasonable diversion of Museum resources.

**National Portrait Gallery**

1. N/A.
2. Nil.

**The Museum of Australian Democracy**

1. N/A.
2. \$15,098.03 (GST inclusive).  
(a) Isentia.  
(b) \$15,098.03 (GST inclusive).

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- (c) \$12,936 (GST inclusive) media service fee for the period 1 July 2015 to 30 June 2016 including the provision of two media monitoring reports. In addition, \$2,162.03 (GST inclusive) for media release distribution, press/broadcast and online clippings' downloads and copyright for the period 14 September 2015 to 29 February 2016.