

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates 2012

30 May 2012

Question: BET 737-738

Topic: Media monitoring (ATO)

Hansard Page: Written (13/6/12)

Senator BUSHBY asked:

737. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the Minister's office for this financial year to date?
- a) Which agency or agencies provided these services?
 - b) What is the estimated budget to provide these same services for the year 2012-13?
 - c) What has been spent providing these services this financial year to date?
738. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the department/agency for this financial year to date?
- a) Which agency or agencies provided these services?
 - b) What is the estimated budget to provide these same services for the year 2012-13?
 - c) What has been spent providing these services this financial year to date?

Answer:

737. The ATO did not provide media monitoring services to any Minister during the financial year to 31 May 2012 and there is no planned expenditure for 2012-13.
738. For the period 1 July 2011 to 31 May 2012, the ATO spent \$296,894 on media monitoring services.
- (a) The ATO currently has two providers of monitoring services: Media Monitors and Australian Associated Press. The Media Monitors contract expires in October 2012 and after this Media Monitors will no longer provide a media monitoring service to the ATO.
 - (b) As the same level of media monitoring services will be provided by a single supplier post October 2012, the estimated budget for 2012-13 is \$220,000.
 - (c) During 2011-12 (to 31 May 2012), the ATO spent \$296,894 on media monitoring services to 31 May 2012.